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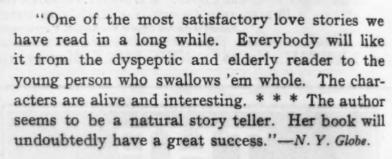
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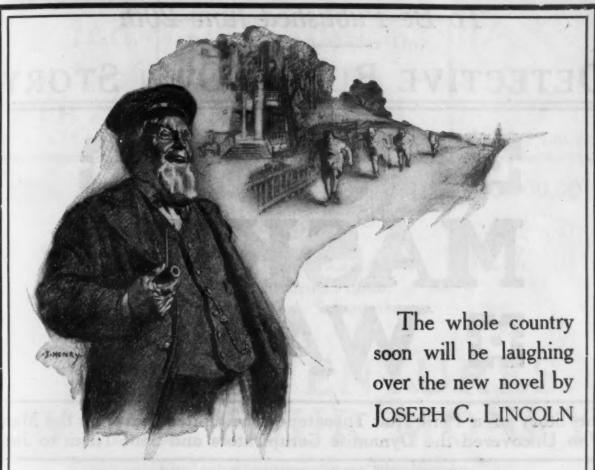
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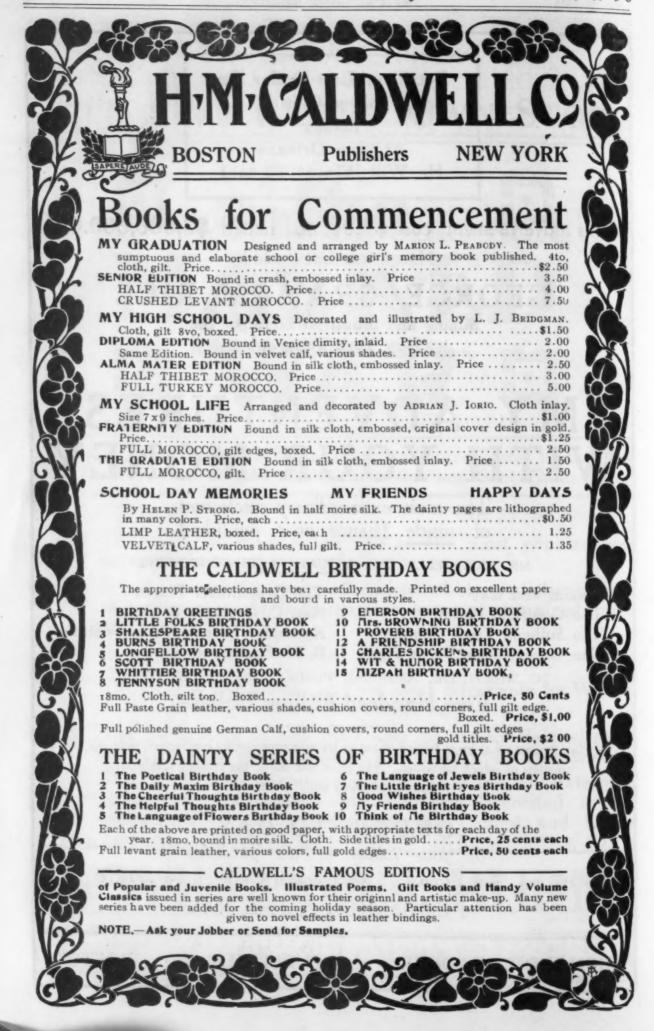
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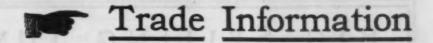
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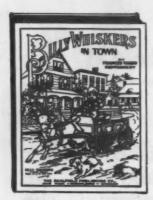
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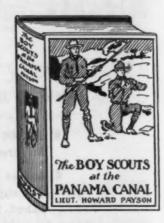
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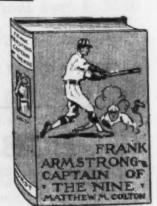
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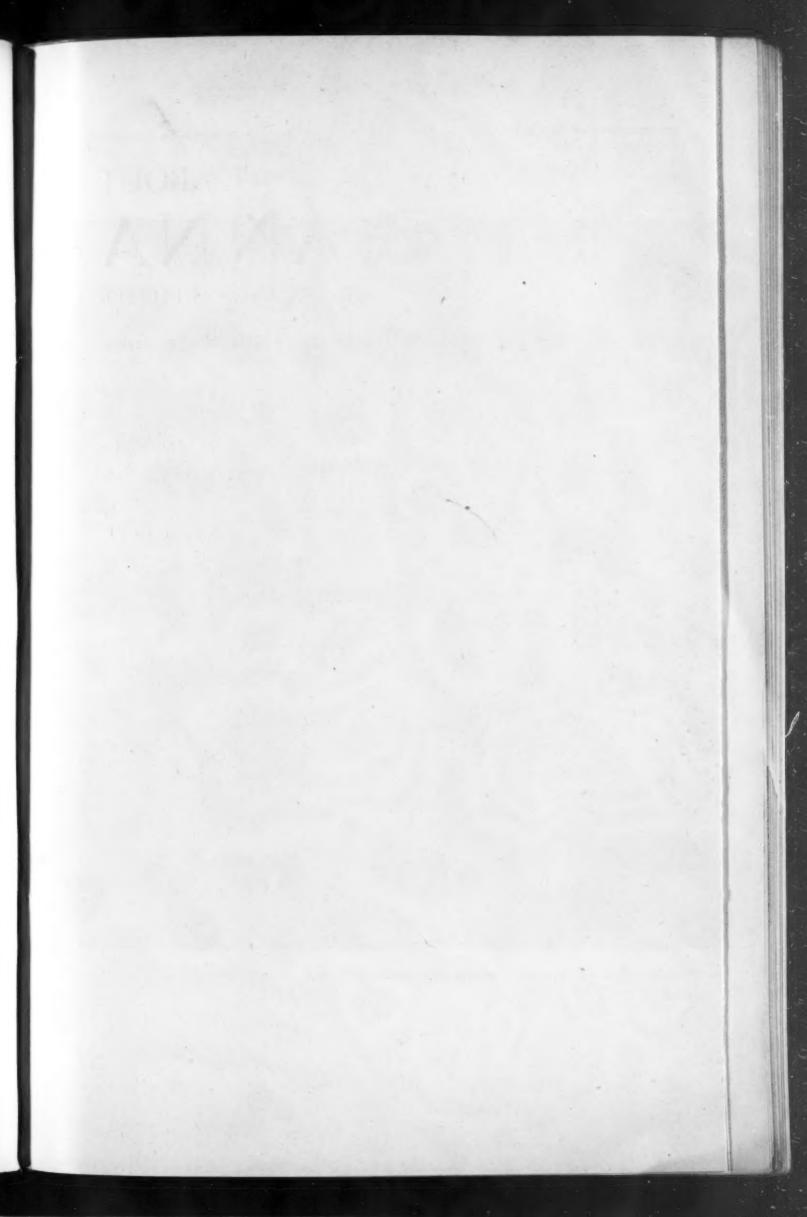
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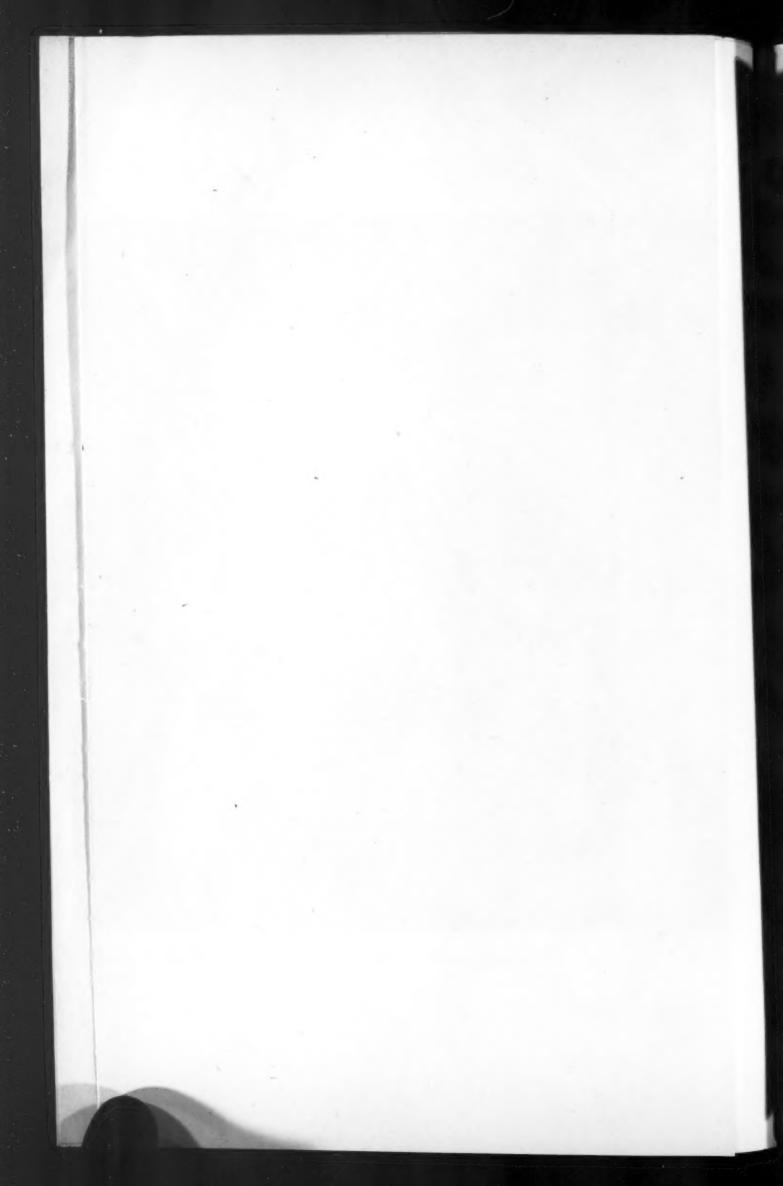


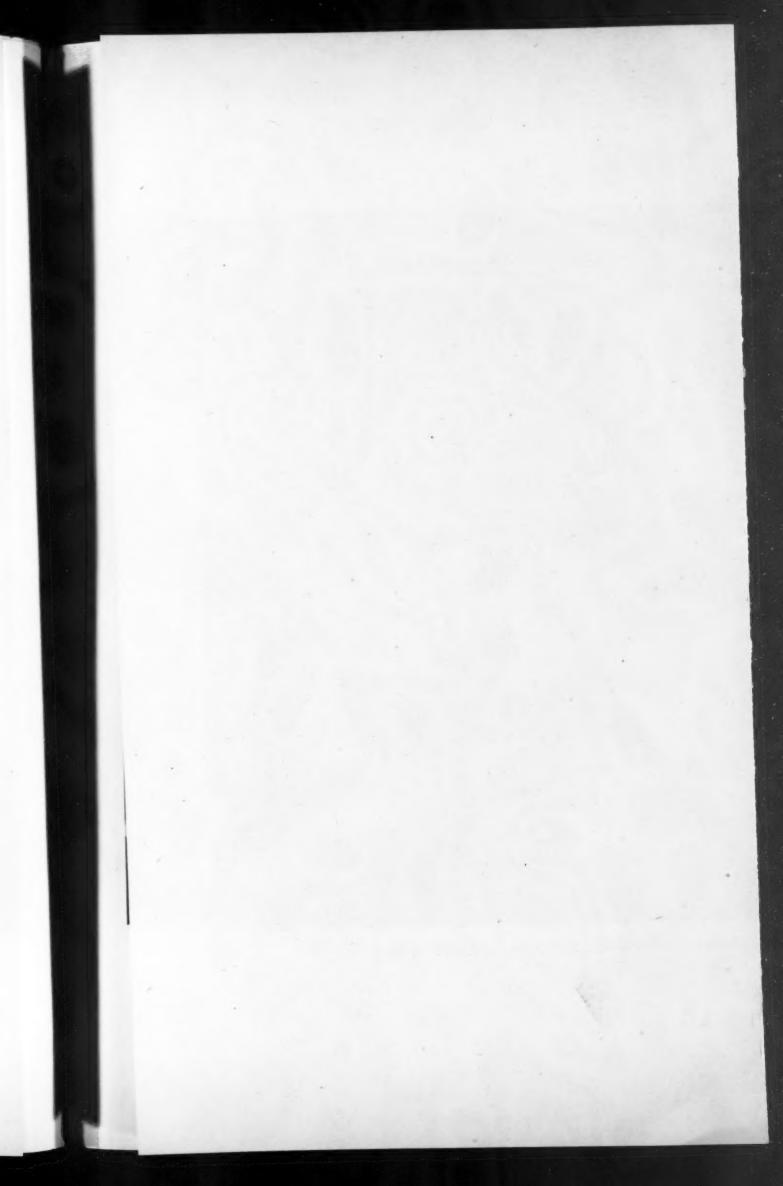
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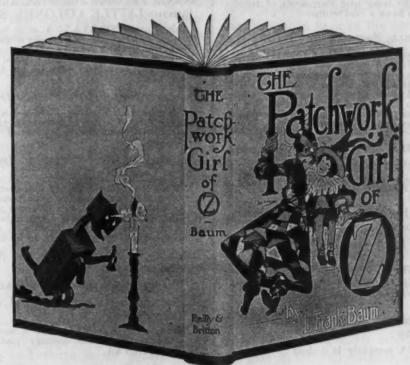
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And already, in the discussion of possible means to this end, there is an evident tendency toward alignment in two directions: to increase book buying, on the one hand, through more systematic salesmanship, through better and more efficient follow-up and other purely merchandizing methods, to increase it, on the other hand, through greater personal intimacy with both books and customers. One form of attack advocates putting books on commercial par with soap and shirts, and follows the aggressive advertising and ultramodern business promoting methods of successful vendors of those commodities. The other form of attack is-although it does not say so-almost retrogressive: it bids us remember the day when the bookseller was a power, an intellectual stimulus in his community, the confidant and literary adviser of his patrons; and asks us if evil days did not follow very largely the profession's falling away from this early ideal.

Now these two forms of attack are not really antagonistic but complementary. There is no need necessarily, as some one once said, that the difference between the trade of bookselling and the profession of bookselling was that the first lacked dignity and made money and the other did neither. There is no use denying that, other things being equal, a man financially successful in his business is more respected in his community than one who is not—and rightly so.

So there is nothing undignified in studying the demands of one's public and endeavoring to meet those demands. Educate the taste of your patrons to something higher—and perhaps more profitable—if you can; but the man who sits back in the corner and bemoans the way the world is going to the bad, because it will not buy the things he thinks it ought to, receives scant sympathy.

A little analysis will discover probably that modern merchandizing, so-called, consists in formulating ways to sell goods more cheaply, quite as much as in ways to sell more of them. To simplify bookkeeping, eliminate bad credits, turn stock more quickly, economize in advertising, reduce delivery costs-all these are merchandizing problems. But to sell more goods-what does that require but more careful study of the market, and who ever studied his market more carefully and knew it, individually and collectively, more intimately than the "old-fashioned" bookseller? His like has never quite died out, and signs are not lacking that his spirit is coming back to do its part in the rejuvenating of the trade.

Curiously and significantly enough the papers of the convention were almost equally divided in striking the professional (and more idealistic) and the trade (and more commercial) note. Miss Cowper's fine presentation of the "Bookseller's Responsibilities" was matched by Mr. Keating's exhaustive study of "Agencies for Developing Reading." Mr. North's plea for the higher forms of bookselling, "Fine Books as an Adjunct," had its counterpart in Mr. Grauer's clever paper on "The Menace of the Reprints"—the frankly commercial "menace."

Bookselling has this peculiarly dual aspect, and it is right and natural to see its clear reflection in the proceedings of an American Booksellers' Convention.

In one respect the increased convention attendance has become a matter of annoyance, not to say discomfort—the convention has outgrown the small banquet hall of the Astor, which has been the scene of its past three dinners. By seating ten at tables intended for eight, and crowding a quarter more tables into the hall than the latter comfortably accommodated, the hard-working banquet committee has hitherto succeeded in giving every member a place. This year for the first time the ever increasing numbers necessitated an overflow into an adjoining room, where, however, it was quite impossible either to see or hear the speakers. The American Booksellers' Association is evidently to show continuous and vigorous growth for some years to come-and that growth will evidently have to be anticipated by securing a larger hall.

Last year, for the third time, THE PUB-LISHERS' WEEKLY printed a steadily mounting upward record of convention attendance. This.

year it is able to reprint the table again, with a further increase.

1907	36
1908	
1909	59 88
1910	161
1911	254
1912	294
1913	343
1914	3

How the Chinese Decline Authors' Manuscripts.

THE Chinaman is too polite to say anything that might give offense to another. Here is said to be a Chinese editor's letter of rejection: "I have read your work and am delighted with it. Nay, I swear by the sacred ashes of my forefathers that never in my life have I read anything to excel its merits. That is why I am afraid that His Majesty, our exalted Emperor and Sire, would become so enthused over it, should we print the work, that he might forbid us ever to have anything printed hereafter that did not approach this superb masterpiece. And since in the next one thousand years another work of equal value can hardly be expected, we herewith return your divine manuscript to you with infinite regret and beg your forgiveness for doing so."



A "STELLA MARIS" WINDOW DISPLAY (JOHN LANE CO.)
MADE BY KORNER & WOOD'S BOOKSTORE, CLEVELAND, OHIO

The Thirteenth Annual Convention of the American Booksellers' Association

WALTER L. BUTLER, PRESIDENT, Wilmington, Del. V. M. SCHENCK, FIRST VICE-PRESIDENT, Springfield,

WARD MACAULEY, SECOND VICE-PRESIDENT, Fall River, Mass.

JOHN J. WOOD, THIRD VICE-PRESIDENT, Cleveland, O. WALTER S. LEWIS, SECRETARY, Philadelphia, Pa. EUGENE L. HERR, TREASURER, Lancaster, Pa.

EXECUTIVE COMMITTEE.

W. B. CLARKE, Chairman, Boston, Mass.

C. E. BUTLER, New York.

W. K. STEWART, Indianapolis, Ind.

J. K. GILL, Portland, Ore.

C. G. GRAUER, Buffalo, N. Y.

THE PRESIDENT, SECRETARY AND TREASURER.

MORNING SESSION-FIRST DAY-10 A.M.

The thirteenth annual convention of the American Booksellers' Association was held at the Hotel Astor, Broadway and 44th Street, New York City, May 13, 14 and 15, 1913.

New York City, May 13, 14 and 15, 1913.

The meeting was called to order by the President at 10 o'clock.

On motion of Mr. W. B. Clarke, Mr. C. E. Wolcott was unanimously elected sergeant-at-arms of the convention.

PRESIDENT'S REPORT.

Ladies and Gentlemen; fellow members of the A. B. A., and visitors:

A very hearty greeting and welcome to this, the 13th annual convention of the American Booksellers' Association.

To be able to greet you as president of this association this year is an unexpected and undeserved honor. Deliberately running away from "my job" as I did a year ago, certainly entitled me to be retired with the much desired title of ex-president. But for some unknown reason—as a punishment perhaps—you saw fit to again honor me by re-election. Hence, my privilege and pleasure to be able to tell you how very glad I am to see you—so many of you—here to-day.

The year just closing has not been uneventful in matters pertaining to the interests of the association. Although no great noise has been made, considerable has been done toward general betterment of trade conditions, as will appear from the reports of the various committees. These committees, by the way, do a tremendous amount of work in the course of a year. The item of correspondence alone is a very considerable one, and the actual time given by the members of these several committees is unbelievable; and right here, I want to express my thanks and appreciation for their good work and hearty co-

There is little of a definite nature for me to report on, as the committee reports cover the various activities of the association during the year. The association was honored by an invitation to your President to attend the annual dinner of the Stationers' Board of Trade, but owing to other engagement, I was unable to accept. Also, an invitation was received from the Woman's Suffrage Association of New York to be present on the grand-stand and witness the great parade of Suffrage

ists—or should I say Suffragettes—on May 3rd.

The influence of the American Booksellers' Association is increasing yearly. The purpose of the association is to bring about improvement in conditions peculiar to the book trade. Progress in this is helped along by these annual "get together" conventions, and the social side so pleasantly in evidence here is an important factor in our work. The serious purpose, however, for which this association was organized is that of making the profession of bookselling better in every way, and more worthy of the earnest efforts put in it by those who conduct the trade.

Fullest achievement of this purpose depends—almost entirely—upon the organized effort of the association as such, reflected by the work of the committees. I, therefore, urge upon every member, the need of thorough co-operation. Do not withhold ideas or suggestions which may be of help to the association or your fellow laborers in the cause.

One thing we need is a larger active membership. Have you tried to influence one bookseller to become a member of the association? If not, will you? It is but a little thing to ask and should be a little thing for you to do. How many will promise to enlist at least one new member during the coming

The correspondence of the year indicates a strong interest in the matter of-and the need for-a minmum discount of one-third on all books. There is a stronger than ever feeling that the "uniform selling price" principle should be maintained and strengthened, and the permanency of a net price be established. There is a very positive conviction that the library business should be handled by the legitimate retail bookseller, and on an equable basis, yielding a profit to those who sell. The selling price of rebinds, limitation of titles, and the time of reprinting in rebind editions, has also been frequently brought up. The advisability of the extension of parcel post rates to include books has been urged.

Some of these points have already been brought to the attention of the publishers by the Executive Committee and the Committee on Relations with Publishers. All of these matters may well be considered by this convention, and ample opportunity so to do will

be allowed at the executive session on Thurs-

I wish to take this opportunity of thanking the officers, as well as the various committees for their hearty support, and the members all, for their consideration and courtesy accorded me during the five years I have had the honor to be your president. For my successor—and successor there should be—I bespeak, in even fuller measure, the same hearty spirit of friendship and good will.

From the attendance to-day, and the promise of many good things prepared for our program, I am sure this will be—as the program says—our "biggest and best" convention. Let us make it so by giving it of our best.

The convention is open, ladies and gentlemen, and its further proceedings are in your hands.

The first thing in the regular order of business is the reports of the standing committees, and the one now in order will be the secretary's report, read by the secretary, Mr. Walter S. Lewis.

[Mr. Lewis read the report, which is as follows:]

SECRETARY'S REPORT.

Following last year's meeting of this association the Secretary received a great many letters relating to various matters discussed at that time. It is evident that many booksellers who are unable to get to New York for this meeting are vitally interested in its purpose, and read carefully the official report so admirably prepared by the editor of The Publishers' Weekly. These letters were from members and non-members of the association. They were answered as promptly and satisfactorily as possible, either by the Secretary or by Mr. Clarke, Chairman of the Executive Committee.

A number of letters have recently been written to the Secretary, suggesting such measures as in the judgment of the writers should receive considerations during the sessions of this convention. These communications will be referred to the Committee on Resolutions as soon as it is appointed, and each one will receive consideration at the hands of this committee.

The geographical distribution of the present membership is as follows:

membership is as follows.		
Alabama	8	
	5	
California 2	I	
Colorado I	2	
Connecticut I	5	
	I	
District CC-1 1:	4	
C :	5	
	1	
T11:	4	
	6	
T	3	
**	8	
Kentucky		
Louisana		
Maine	2	
ATTESTED 000000000000000000000000000000000000	-5	

W11	
Maryland 5	
Massachusetts	
Michigan 25	
Minnesota : 0	
Mississippi 6	
Missouri 7	
Montana	
Nebraska	
New Hampshire	•
New Jersey	
New Vork	
North Carolina	
NUITH Dakota	
0	
Oregon	
Pennsylvania 58	5
Rhode Island	,
South Carolina	3
South Dakota	à
Tennessee	
Texas	
Utah	1
Vermont	
Virginia	
Washington	
West Virginia	9
Wisconsin	_
Wisconsin 1	5
m	-
Total number48	0

The total number last year was 529; but some of them were "dead ones." It would seem that an appropriate slogan for the coming year should be "Every live bookseller in the U. S. A. should enroll as a member of the A. B. A."

The Secretary wishes to express his thanks to the lady and gentlemen who are to read papers at this convention for their prompt compliance with his request to furnish copies of their papers prior to the time of meeting, thus enabling the trade journals to get them into type and facilitate the publication of the final report of the convention.

Respectfully submitted,
WALTER S. LEWIS,
Secretary.

[The acceptance of the secretary's report was moved and unanimously carried, and the report was accepted and filed.]

THE PRESIDENT: We will now listen to the report of the treasurer, Mr. Eugene L. Herr.

REPORT OF THE TREASURER. Receipts. Balance in treasury May 11, 1912......\$1,045.36 Receipts since: From 1912 membership dues paid after the convention—32 mem-

Total Receipts\$2,381.49

		Disbursements.
		Rental of office for 12 months at
	\$240.00	\$20.00 a month
		\$20.00 a mounting bills paid
		by check (including reprints
		by check (including reprint
		from trade papers, banquet tick-
	9	ets, stationery and printing of
	83.55	various form letters)
	290.49	2,500 1912 convention reports
	150.00	Deporting 1012 Convention
		convention programs,
	72.90	envelones and enclosures
	69.00	coo 1012 convention programs
	5.00	One directory of booksellers
	125.00	Expenses in connection with 1912
	123.00	banquet
		Two half-page advertisements in
	.0	THE PUBLISHERS' WEEKLY and
	38.25	reprints
		Walter I. Butler, incidental ex-
		penses in connection with A. B.
	105.27	A matters
\$1,629.46	450.00	On account of cash box
\$ mea. 0.2		
\$752.03	annihad i	
	posited i	Accumulated interest on checks de
n		
9.03		bank
9.03		
9.03		Balance in Treasury, May 12,
9.03		
9.03	1913	
9.03	1913	Balance in Treasury, May 12, Cash Box Report
\$761.06	1913 \$47.11	Balance in Treasury, May 12, Cash Box Report Balance in cash box May 11, 1912
9.03	1913	Balance in Treasury, May 12,
\$761.06	1913 \$47.11	Balance in Treasury, May 12, Cash Box Report Balance in cash box May 11, 1912
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MR. HERR: The report I regard as fairly satisfactory. We do not have quite so large a balance as we did this time last year, but I believe that the money has been judiciously expended for the benefit of the association. Probably one mistake we made last year was in authorizing the publication of so large a number of convention reports. Unfortunately the members did not send in to get these reports; practically the only distribution was through the regular channels, and as a consequence we have a great many of these reports on hand. There are copies of last year's report here, and anybody that has not read it will find it well worth their while to read over the papers read last year. The reports of our conventions are becoming almost, I think, textbooks of book selling. In this connection I want to add a little appeal to all members present to get on the job during the coming year to get new members. There are men here representing different sections of the country, and if they will do only a little personal work amongst the men in their town and neighboring towns they can increase the

membership of the association tremendously without any expense to the association—very much more than the Central Membership Committee can do. A larger and more active membership will make the association more prosperous and more money from dues could be legitimately spent for educational work in all of the propaganda work of the various committees.

THE PRESIDENT: Gentlemen, what is your pleasure with the treasurer's report?

MR. HERR: Pardon me, Mr. President, it has been customary to refer the treasurer's report to the Auditing Committee.

[Moved and carried that the treasurer's report be referred to the Auditing Committee.]

THE PRESIDENT: The report of the Executive Committee is now in order. [Applause.] Mr. Cilarke: I have shortened this all I know how for this year. [Applause.] You don't know how capable I was, however, in shortening it. [Laughter.]

REPORT OF EXECUTIVE COMMITTEE AND COMMITTEE ON RELATIONS WITH PUBLISHERS.

The year's work of the above named committee has been accomplished with about the usual amount of clerical work. The number of documents issued has not quite equaled the record of previous years.

Complaints of price-cutting have been phenomenally few and promptly acted upon. The troubles have been remedied except in two or three cases, where sufficient information came too late to secure results. This last applies to the dealers, not booksellers, to whom publishers continue supplying for Christmas sales, knowing that the prices will be broken and overstock sold at any old price immediately succeeding Christmas. The most singular feature has been that the complainants frequently think that they must meet the competition, not realizing that by so doing they become subject to the same treatment by the publishers as the original cutter. There has been a lack of acknowledgment to your committee as to results by complainants.

Other subjects which have required more or less correspondence have been:

A-Undue competition of jobbers.

B-Absence of a permanent net price on older salable books.

C-Postage extra.

D-Rebinds, including special edition for mail order houses.

E—Self-addressed circulars issued by publishers in their interests rather than of the dealer, and sent to the dealer for distribution.

F—Circulars issued to some dealers with, and to others without, the postage extra clause. Also the same omission from wrapper.

G—School Books. This applies not only to the educational books, pure and simple, like arithmetic, geography or grammar, but books

M

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included under this classification in their catalogues, by a large number of the leading publishers, when the sale of such books would be rarely to schools, but largely to the average retail customer and public libraries. This is an evasion pure and simple, of a square deal to the bookseller, who not only feels compelled, but is compelled, to supply his customers without advance above advertised price, at a margin of gross profit below the expense of selling.

H-Discounts to lending libraries.

I-Uniform discount according to quantity purchased, for every dealer alike.

J-Oldfield Bill.

K-Retailers selling at jobber's rates.

L—Failure to include juvenile books in the net class and making as an excuse, that certain volumes are in continuation, where previous volumes have not been issued net.

M-Parcels post.

N—Conditions as to discounts, which, although improved recently, are a subject for serious consideration.

It seems wise, with the multitude of interesting papers, and the assumption that the attendance will be larger on the last day of our session, to consider these subjects at the executive session, to be held upon that day, and which will be continued until the business of the convention is completed.

Early in August an attempt was made to secure the attendance of a few leading publishers at a lunch, at which time subjects for complaint could be brought to their attention for individual action in reference to their various publications. Owing to unforeseen obstacles, it was February 4th before this was accomplished. Upon that date, eighteen publishers, or their representatives, met three booksellers who presented a plain statement of conditions. I quote from our presentation of the case as to the conditions affecting the booksellers adversely and which require prompt remedy:

"There is still much that the dealers feel should be remedied by the various publishers as individuals, with the sole right to take advantage of such concessions as are granted, having reference to their respective interests under the copyright law."

The subjects for presentation were based upon the various complaints made during the year which have already been read to you.

You will remember that about two years ago there was a series of figures issued signed Modern Bookseller, compiled for the month of June, which showed that on his total purchase of new books for the month the possible gross profit, if every book, including regular books, had been sold at full retail price, would have been 28 per cent.; but with an allowance of a 25 per cent. discount on regular books according to general custom the total gross profit upon net books would have been 25 per cent. This would have been reduced by sales of net books to libraries at 10 per cent., regular books

at 33½ per cent. and loss on books sold later on the remainder counter. This was a month when the dealers would have few possibilities of extra discount consequent upon quantity buying.

In order to be perfectly fair to the publisher I compiled the figures of my purchases for the month of October, when dealers have the best possibilities of quantity discounts. The article was headed "Possibility of Profit" and appeared in the Publishers' Weekly of March 22, 1913. In this case I took all net books bought with a discount of 30 per cent. or less and regular books upon which only 40 per cent. discount was received. The result was that on my total purchases .344 per cent. were for net books at discounts of 30 per cent. or less and .057 per cent. for regular books at 40 per cent. discount. The average reduction on net books being 27 per cent. against a 28 per cent. expense; and the regular books if sold at a discount of 25 per cent. would have a gross possible profit of 18 per cent., or if sold to libraries at 33½ per cent. a gross profit of 9 per cent. against a 28 per cent. expense.

There has been a failure by most publishers to give the minimum discount of one-third on net books which we have asked for annually at every convention for a number of years.

at every convention for a number of years.

I have made another tabulation with reference to percentages, either theoretical or actual. I took as a basis the total sales to libraries for one year, March, 1912, through February, 1913, inclusive, and the cost of every item was recorded. I did the same with charges to retail customers and the net possible profit on the library sales if every book had been sold showed a gross gain of .207 per cent. There was, however, a return of .155 per cent., leaving a net margin on the transactions of .159 per cent. The retail sales for the same period showed a gross profit of .299 per cent., and with a deduction for goods returned of .103 per cent. the result was .268 per cent. of gain. One can easily see that the very meagre possible profit, even to the optimists who ignore everything which, in the calculation of expense, looks unpleasant although existent, is a matter of serious import to the entire book trade. Unless the publishers will accord the smallest dealer a discount of one-third it will be impossible to maintain the retailing of new books in all departments of literature upon a profitable basis.

A letter was received from the honorable secretary of the Association of Foreign Booksellers of Great Britain and Ireland, requesting our co-operation in an international agreement to stop the sale of books below the published price. Reply was sent to the effect that the A. B. A. could not legally, and would not, enter into any agreement restricting prices.

The circular of Messrs. Houghton Mifflin Company with revised scale of discounts was received with satisfaction on the part of the book trade, as was that of Messrs. Henry Holt & Company, and similar action on the part of other publishers was appreciated.

THE PRESIDENT: Following the plan of a year ago which worked out most satisfactorily, unless there should be an objection to it, the discussion of matters brought up by the report of the Executive Committee will be held over until our executive session Thursday. The discussions usually take considerable time, as one point leads to another.

I will call on Mr. Butler, the chairman of the Committee on Relations with Libraries, for

his report.

MR. BUTLER: Mr. President, I would suggest that that report be read on Thursday, as

it is a very important matter.

THE PRESIDENT: For several years Mr. Eisele has been representing our association looking toward the establishment of a clearing house, or some similar movement. Mr. Eisele has also represented us on two occasions at conventions abroad. I am going to ask Mr. Eisele to make a report of anything that has turned up during the year that he wishes to lay before the convention to-day.

REPORT OF THE COMMITTEE ON CLEARING HOUSE.

A Clearing House for Booksellers in the city of New York would be to the constant benefit of Booksellers and publishers throughout the United States, effecting economies, expedition in service, and having many other desirable features, due to concentration and control from one central point.

The plan proposed is not experimental, but, on the contrary, is in operation with excellent results in Germany and Holland. The plan is

feasible and simple.

The functions of the Clearing House have been outlined in the report given to The American Booksellers' Association in last year's session, and reprinted in the Publishers' Weekly on March 23rd, 1912, page 1012.

Now, as to the cost of establishing such a Clearing House, we beg to submit the fol-

lowing estimate:

Packers, 5, at \$800 each per year Telephone operators, 2, at \$500 each	4,000.00
Salary of manager	\$2,000.00
per year Wrapping material, paper, twine,	
boxes, etc	3,000.00
Sundry expense: mdse., delivery	2,500.00
Telephone	500.00
Rent	2,000.00

Total\$15,0000.00

CAPACITY OF PROPOSED CLEARING HOUSE.

Presuming there would be 100 houses taking part, with an average of 100 books per day, in a year of 300 days, there would be a total of 3,000,000 books. The cost of handling these 3,000,000 books would be \$15,000.00, plus the amortization charge on the capital investment for fixing up the premises. The cost of handling each book, therefore, would be about one-half of a cent, one-half of this to be borne by the publishers sending the goods to the clearing house; the other half by

the dealer receiving the goods from the clearing house. In the course of operation, the cost will be considerably reduced, as it is quite certain that much more than 3,000,000 books will be handled yearly, without additional expense. The Dutch Clearing House passes through 60,000 books daily. The greater the number of firms using the clearing house, the less becomes the cost of handling. A pro rata sliding scale for houses which make more use of the clearing house than others could readily be established.

With the above expense, at least 6,000,000 to 7,000,000 books ought to be handled. This would reduce the cost of handling, per book, to one-fifth of a cent, or one-tenth of a cent when divided between the publisher and the

bookseller.

A guarantee fund of not less than six thousand dollars (\$6,000.00) would have to be provided at the beginning to provide for the establishment of the Clearing House, that is to say, its fitting up with furniture, and adequate arrangements for handling the goods, as well as for salaries and wages.

ADVANTAGES TO THE RETAIL TRADE.

The bookseller in New York City, instead of employing the services of from one to ten so-called list boys, engaged to bring books from the different publishers located at the various addresses scattered over the city (this applies as well to booksellers within commuting distance from New York) would, under the Clearing House plan, send either directly to the respective publishers, in the evening's mail, or to the central distributing station at the Clearing House, such items as are ordered on their lists. All these books thus ordered from the publishers direct in the evening's mail, or the next morning, through the Clearing House, would be delivered at the Clearing House by the publishers at a certain hour, when the representatives of the retailing booksellers would call for the packages from all the publishers.

In the course of development of the book clearing houses abroad it has been established that it pays the Clearing House to own its own distributing facilities, in the way of automobiles and auto-trucks. Both in Berlin, and in Amsterdam, and also in private enterprises which are under somewhat similar plan in Paris, automobiles are used to great advantage, as they cover the ground very quickly, and are able to distribute the merchandise very

rapidly

The distribution to and from the Clearing House should be made at least twice daily—once in the morning, and once in the afternoon. For instance, in the afternoon, the orders which have been delivered during the morning through the Clearing House to the different publishers can be ready for delivery, and in the morning the afternoon's orders from the retailers to the publishers, as well as the out-of-town orders, could be ready for delivery.

The saving to the retailer in New York is very important, as it simplifies tremendously his mechanism in handling the pick-ups.

The advantage to the retail house out of town is, without doubt, very great.

It is of great advantage to know that all shipments from all publishers will be received in due time for the daily or weekly shipments at the Clearing House. There is no necessity of figuring to whom and in whose care the enclosures from such and such publisher should be sent, as there is only one point where these goods are received; one point where they are collected, and one point from which they are shipped, at the lowest cost, inasmuch as the cheapest rate will be secured on account of the combination shipment.

ADVANTAGES TO THE PUBLISHER—IN NEW YORK.

At first glance, the advantage does not seem to be very important, but it will be easily seen that he has a great advantage also in having to deliver to only one central agency all the small packages, for all dealers all over the country, instead of having a complicated system for delivering packages and having to do with a number of drivers and expressmen.

It is also of great value to the publisher that he will be better able to organize and maintain an efficient service for filling pick-up orders

Employees of publishers in this department will not have to be disturbed every moment to attend to messengers whenever they come with orders. The fact that the publisher is receiving all pick-up orders from all sources in one sending, enables him to arrange the filling of his orders in a more methodical and labor-saving way through avoiding all duplicate work in filling individual orders at different times.

ADVANTAGES TO THE PUBLISHER—OUTSIDE NEW YORK.

The advantages to most of these publishers is still greater than to the New York publishers, inasmuch as they are able to effect a considerable saving which would otherwise go for transportation expense.

All orders coming from the numerous retail stores in New York, and those depending upon the New York organization, which may in some cases be very far away from New York, could be collected in one shipment and sent at a minimum cost to the central distributing station, namely, the Clearing House, and re-distributed by the Clearing House at a much lower cost than if the individual bookseller had to order the books to be sent to him separately, by mail or express.

Other points as to the general advantage to the trade, of the establishment of such a Clearing House, are these:

If a Clearing House is established and supported by the book trade organizations, all

members of this organization will have a pride in its success and will work towards its benefit and improvement.

It will help the book trade organization, as every dealer who is not a member of The Booksellers' Association may wish to join the organization on account of the Clearing House feature, thus, more booksellers will be drawn to this organization and will be more or less in direct communication with the publishers. The small dealer in his effort to save expense will go back to direct intercourse with the publishers.

The importance of the publisher knowing where his merchandise goes, and having as many accounts as possible on his books instead of running a few large accounts with jobbing houses, is manifest.

SHOULD THE JOBBING HOUSES OBJECT?

The main objection to the Clearing House plan will perhaps come from the interests which consider themselves menaced by a project of this kind, namely, the jobbing houses, and those who make a business of receiving and forwarding enclosures.

In this connection, it may be said that the Clearing House will be as advantageous to the jobbing houses as to anyone else in the trade, and no doubt it will be used by them just as extensively here as abroad, where the large jobbing houses are using all the central agencies and Clearing Houses in the different cities. There will always be a large part of the trade which finds it preferable to carry only one account, or only very few accounts, and these firms will use the jobbers as before.

The fear of the jobbers at the beginning will soon disappear, when they realize that even they may profit by the institution, and the general advantage to the trade will more than offset the fear of a few.

It may also be suggested that such Clearing House could be inaugurated on a smaller scale in other cities, like Chicago, Boston, San Francisco, etc., and a general interchange of these Clearing Houses could easily be arranged for.

It must be kept in mind that the Clearing House is not intended to do any business or give any credit on its own account. It is simply to be established to reduce the cost of the method and machinery of collecting books, and attending to orders, and simplify the mechanism of such collections. It is the distributing center for orders and packages.

It is, in brief, a plan for the management of the service at much less expense than is now required, and with much time-saving by which pick-up stock may be replaced at least twice a day, and by which more often, if it can be arranged without interference, direct orders may be placed with the publishers for large shipments, which will be received, as is now the case, either by freight or express, or by any other means of direct delivery.

[Great applause.]

THE PRESIDENT: If there is no objection we will have this report also brought up for discussion later at the executive session.

MR. CONOVER [motioning toward the smoke in the room]: The ladies—seeing so many of them here-I am reminded of the statement of Holy Writ, "The smoke of their torment ascended forever." [Applause and laughter.]
The President: Has the Program Committee to report anything?

MR. KIDD: As chairman of the Program Committee I would like to thank the association for their hearty co-operation and assistance in procuring the program. I think you will all agree with me that we have never had a better one. [Applause.] Mr. Shoemaker has the theatre party in hand and will make his report a little later. I would like to call your attention to the fact that this is a very "thirteenth" day; it is the thirteenth day of the month, 1913, of the thirteenth convention. [Laughter and applause.]

THE PRESIDENT: This completes the regular committee reports. We are now ready to start in on our program numbers. I would like to say that there is absolutely no intention on the part of your president or of the convention to shut off any discussion that may arise from any papers, but the Program Committee have given the president a job to run this program on schedule-they have got me down to the exact moment when each thing shall be "pulled" off—so I will ask all the members and friends who have anything to say to be just as concise as they can be. I don't wish this to be understood as shutting off discussion, but let us try in each case to confine ourselves to the subject in hand.

We are happy to be able to start our program to-day with a paper on "The Book-sellers' Responsibility." This paper is by Miss Virginia S. Cowper, of Wanamaker's, New

York. [Applause.]

THE BOOKSELLERS' RESPONSIBILITY.

By Miss Virginia S. Cowper, of Wanamaker's, New York City.

It is not my desire to come before you to-day and talk about the making of books, or the commercial side of the book trade, but rather the other aspect of the great subject, the fostering of the reading habit, not among children particularly (for last year you listened to an admirable address along those lines), but rather of the encouragement of the reading habit among adults, the parents of those children.

What are the people reading? How are they reading? Why are they reading?

We, as booksellers, have a great responsibility to face, quite as great as that of the teachers, but we have to deal with a much more difficult subject than they, for we have the mature mind to train, and it lies with us whether they are led along the right or the wrong lines, and thus make desirable or undesirable members of a community.

SALE OF STANDARD BOOKS SHOULD BE STIMULATED.

To begin with: Nine customers out of ten come to you with the unframed question on their lips, "What do we want?" Do you immediately make a rush for the nearest "best seller" in fiction, or do you steer them to the non-fiction tables and suggest a book which one can keep in his home and read again and again with more pleasure each time? If you do the latter you are on the right track, but if you are a devoted follower of the ephemeral scribbler then it is about time something was done to arouse you to the opportunities of the great missionary work at hand.

Should the customer demand fiction, there are many, many great authors to mention, such as Scott, the greatest novelist the world has even known: Dickens, the greatest of the modern humorists, probably more widely read than any other writer; Thackeray, the most accomplished writer of his century; George Eliot, the accurate scholar, who wrote with a virility which has hardly ever been equaled in her own day or any other time; and I could go on and on mentioning the Brontës. Meredith, Hardy, Stevenson, and we could

even suggest Kipling sometimes.

Just for example, last year a customer came to me and asked for a good book. He was going west and wanted something to break the "monotony of solitude," as he put it, nothing deadly serious, yet just heavy enough to keep his mind fixed. I asked him if he liked memoirs, history or essays. No, he didn't care for anything historical, never could digest it, and as for essays, to read a lot of stuff some fellow wrote that he didn't believe, he didn't think they would do either. Essayists were all liars, more or less, so why waste time. No, a good novel would do. suggesting two or three of the best sellers I brought from the shelf a volume of my favorite novel, "Tom Burke of Ours," by Charles Lever. I simply told him it was a very fascinating book and that I had found it highly entertaining, saying nothing what-ever of the historical element. He took it, saying if he didn't like it I'd hear from him. He came back a few months later and told me without a doubt it was the best book he had ever read, and, moreover, nothing else would do him but a good life of Napoleon. That incident has started that man collecting books and, strange as it may seem, he buys nothing but history and biography, one book having suggested another, until now he has as fine a collection as any one could wish for in his home.

Another man had been interested in New Thought, having bought many volumes. Finally he said: "The trouble is, all these people seem to be travelling in circles. The thoughts are all right, but they don't satisfy me. Is there anything you can suggest?" My mind

traveled immediately to the foundation of all these books, and I gave him a volume of "Epictetus." He took it with many misgivings, I could see, and I know he bought it simply because he had given me a great deal of trouble. In about a week he returned and bought another copy to give to a friend who had just passed through some great sorrow, and since then I am quite sure he hasn't bought anything but "Epictetus" in green binding, white binding, calf binding and in any kind he could get, and gives them to his friends for all anniversaries.

You say, "Why do you still recommend the old 'stand-bys.' What about the latest we read of?" Well, to begin with, that is where the real hard part starts, for we, too, must learn to discriminate. There is so much drivel published, and you know it, that the problem becomes almost too great to solve. The trend of this so-called "literature" of to-day seems to deal with but one question, that of sex. The authors seem to have entered a race to find out who can write the vilest book. Are you doing anything to discourage this class of literary work? If not, then it is about time you were awakened and made to face this thing which is such a menace to society!

Think of the delightful, clean-cut style of the best beloved of all essayists, Charles Lamb. Read a little of his life, and then after all the tragedies, which seem packed in such a small space, read his "Dream Children," which tells in itself, if you take the trouble to read between the lines, of the heartache and pain he endured for the sake of the sister whom he loved so devotedly, even in her maddest hour

NEW CITIZENS EAGER FOR GOOD READING.

These writers whom I have mentioned are now to be found in editions within the reach of the leanest purse. You say, "Where can the unversed, uneducated, get an added desire to keep up to this grade of reading?" Did you ever take the trouble to scan the pages of the announcement of the public lectures given by the Board of Education of New York? Down in the most crowded portion of our great city, the lower east side, Professor Christian Gauss of Princeton University gave a series of three lectures on "Masters of Modern Literature," one evening being devoted to Goethe, another to Hugo, and still another to Tolstoi. The crowds came eagerly into the hall on those nights, the people whom you would hardly expect to take an interest in such a movement, pale, tired creatures, badly fed and clothed, yet with a light in their eyes which told of the unceasing effort they were making to be better citizens. Hardly a hat was in evidence among the women, no collars on the men, but the eagerness with which they drank in all the lecturer had to say made up for what was lacking in the style of his hearers, and after the series had ended one woman wrote to the supervisor of

lectures, Dr. Leipsizer: "Why can't Professor Gauss talk forever?"

In the annual report of the New York Public Library was the simple statement that 425,571 books had been circulated during the year at the Seward Park branch, or just 113,556 more than the main building at Forty-second street. This library is situated right in the heart of New York's most crowded district, and these are the people who are so hungry for knowledge that they sacrifice almost anything to read, and they read good things, as you can glean from that same annual report, for it says that only 51 per cent was fiction, and sociological works and American history were most popular.

If you have ever read Mary Antin's "Promised Land" you can understand something of the lives of these people, our new citizens, who come to us with so much hope in their hearts to be something better than they are in their present status. Are we doing our full duty toward them in their hour of need to put into their hands the proper reading matter, so they may become in a few years the kind of citizens we would have them?

BOOKSELLERS SHOULD DISCRIMINATE BETWEEN WHOLESOME AND HARMFUL BOOKS ON SEX HYGIENE.

Within the last few years there has been a very deep interest in the subject of sex hygiene. Here is one of our biggest problems, for there must be proper literature circulated to make this movement a telling one, but, alas, I am sorry to say that a great many books on this subject are only fit to be consigned to the furnace as soon as they are off the presses. It is too bad that some publishers do not discriminate in the production of such books, and, I must say, there are only a few real books which handle this most delicate of all subjects of the sort that you would like your womankind to read and then use to instruct your children as they should be instructed. Can't we do something to get this vile stuff off the market, this kind of rot, that is going to do more harm than good and which is made up mostly of lies and the few truths which they contain plagiarisms? I am asking you to help your children to be sweet and wholesome, and it can only be done by sweeping these cheap substitutes forever from our midst.

BOOK PRODUCTION HAS ENORMOUSLY INCREASED.

In the month of January, 1804, the first United States catalogue was published by the booksellers of Boston. This catalogue was a pamphlet of 79 pages, 4½x7 inches, and it stated that it was the "Catalogue of all the books printed in the United States," which number was 1,338. As the earliest known work of its kind it is of course a rather interesting item, since our own new 1912 edition, with which you are so familiar, contains 2,837 pages and heaven only knows how many titles. This first catalogue will be found in-

tact in the compact little volume published in 1898 by the Dibdin Club, called "The Book Trade Bibliography in the United States in the Nineteenth Century," by Mr. Adolph Growoll, to whom I am indebted through the reading of that volume for a great deal of interesting information regarding some early publications.

Just think of the great number of books published each year in the world. There are approximately 150,000 volumes. Do we ever hear of most of these? No, thank goodness, we don't, but those we do know of, how did that information first come to us? Why, mostly through the newspapers.

NEWSPAPER ADVERTISING MUST BE GONE INTO LARGELY TO BE EFFECTIVE.

You will appreciate the fact that the people of these United States are largely an army of newspaper readers, and when one goes to find out how many papers are published we gasp, for there are exactly 22,763, of which 878 belong to the City of New York. Surely after hearing these figures you cannot doubt for one moment that the best way for publishers and booksellers to get their products talked of is through the medium of the daily press. This fact is too great to be ignored, and any publisher who thinks he can get along without the newspapers is dead wrong and cannot succeed for long, for the message of books that the "dailies" carry to the masses is one that is not only brought right in the home circle, but in almost every walk of life as well. If the advertising is put forward in a competent manner results are bound to follow, but it must be along the broadest lines if we wish to have our books talked of at all. This business of "cornering the market" in book advertising does not seem practical and it must have been an infantile brain that conceived the idea.

EFFICIENT FORCE OF FIRST IMPORTANCE --BOOKSELLERS' SCHOOL OF GREATEST VALUE.

After buying the proper stock, advertising the proper books, have you proper sales people? What are your sales people doing for you, making or breaking your business? This is where we come down to hard, cold facts. Last year there was inaugurated in New York what was called the "Booksellers School to Promote Efficiency Among Sales People." These meetings, held in the daytime for a while, have been of the greatest value to me, and I speak from experience. I am sure that all the people who have attended these meetings have felt amply repaid, but the people have been too few. You booksellers, to further what you think your own interests, by not allowing your people to attend these meetings, were standing in your own light, and you were so full of fear of giving away "trade secrets" that you couldn't see any good in them. But you are making a terrible mistake. Trade secrets are not discussed, and no one can take a bookseller's

"stock in trade" away from him, his brains, so why be so fearful?

If your child is to study art, music or the sciences you send him to the leagues, conservatories and colleges, don't you? What for? For only one thing outside of the course of study—atmosphere! If you place your salespeople in this atmosphere of bookish people they cannot leave any meeting without having gained at least one point. You see, I am terribly in earnest, and for one who is "not eligible to the Booksellers' League" I think I am at liberty to be enthusiastic.

The meetings which we hold weekly in our book store have proved invaluable, especially to our junior sales people. Every one knows it is impossible to be "up" on all subjects, so we take one evening and devote it to some particular book or class of books, and we have a talk and open discussion of the subject on hand, and it is quite surprising to find how interested the people are. They have even lost sight of their own bashfulness long enough to come out with some contribution to the meeting which invariably is a help to us.

These meetings are entirely in the hands of the sales people, and are conducted along the most informal lines, which makes us more like a family group discussing some current topic.

ENCOURAGE CUSTOMERS TO ASK FOR ADVICE.

Last year a lady came to me and said she had built a new home and as the living room had book shelves around it the question arose what to put in them. She hadn't the least idea of what she wanted, but she explained that as she had a great many friends who were discriminating readers she wanted books, the right books, in that room. Here was the chance I had been waiting for so long, and I furnished that room (yes, the books were furniture in her eyes) with all the books I have loved and longed to own myself, and right up there in Rye, N. Y., is as complete a little library as one could want. The lady has since told me her friends think she has exquisite taste in choosing literature, while I can only think of it as nothing more or less than a small monument to myself.

So we can go on and on, each day doing what we can to make the people see we are ready to help and advise them in the selection of their books, and if we are really interested in our profession we can find opportunities all around us, in the youth, the adult, our new citizens and those more recently landed on our shores. But to us the work must be the same in each instance, to study the personality of our customer and meet him on friendly terms, so as to get near enough to win his confidence and to get him to return to us, to carry on our work, which is second to none of the professions. For we are the ones who feed man's intellect, and so in a way we are responsible to him, to society and to ourselves, how we train his mind, and it

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only takes a little care and study on our parts to give the best service. That is what we are all aiming for in the long run, and I am sure we can do it if we try and thus drag our work out of oblivion and put us on the level with educators.

THE PRESIDENT: The Program Committee, with the idea of bringing out what is the very best in these papers, planned this year to have each paper as read discussed by two members, having copies sent in advance to those gentlemen (or ladies, as the case might be). For this paper Mr. Staton and Miss Marie Percks, of New York City, have been asked to talk to you, and I call on Mr. Staton, if he is here.

REMARKS BY MR STATON.

Mr. President, and ladies and gentlemen: The statement of the president that the copies of the papers to be read were presented to some to look over is rather erroneous. I have not seen the paper that has just been read, but I feel from the able manner in which it has been presented that it has something of the life that we are all living

every day in our book stores.

The one point that struck me most forcibly in "The Responsibility of the Bookseller" was the reference to the so-called sex question, which is being presented in such a vile way in most of our fiction. We have discussed the matter on various occasions; I feel that the responsibility of the bookseller would be very much lightened if the publisher would not issue this sort of "literature," so called. I have in mind several volumes issued in the past two or three years, one of which (one of the worst offenders—I shall not name it) was the product of an English writer who had hitherto borne a reputation of writing fiction of a very desirable kind that it had been a pleasure to recommend to ladies for their own reading and to people for their older children to read. Then this vile effusion came along. What is the bookseller to do under such a condition? We are able to read but a very small portion of the 13,000 books that are published annually; how are we to be protected. We might say to our customer: "Yes, this is by so-and-so. I have read a number of his books-they are all right. I have not read this particular book, but it should be all right." I want to tell you what happened to me when this particular book was published. One of my very good lady customers came to me and said: "Mr. Staton, have you read this book?" I said: "No, I have not read it; but I have read"—naming several of the other books— "by the same writer." "Yes," she said, "and I admit that they were pretty little stories and well written. But," she added, "in the first place I have brought this book back to you to credit my account with. I have also put a marker in three or four pages and I want you to look at those pages and see whether you can conscientiously recommend the book to your trade." Of course I took the first opportunity of looking at those pages. The particular thing that she objected to was not the immoral or unmoral topics that were discussed, but the

making light of and mockery of some of the holy things that we have been taught to revere. That sort of literature is causing more trouble for the bookseller than any other one thing, and I appeal to the publishers to save us from Understand that we cannot be censors. We don't want to be. I have no right to say to an adult customer of ours, "You shall not read a certain kind of book," but I have a right to be protected from such books. If I wish to sell them knowingly, that is my business; but the publisher should tell me beforehand.

One point which I have found of the greatest value in building up trade was very ably touched upon—that is the getting close to the various people that come into your shop. There is such an abundance of information right at your finger ends. Men and woman daily come into your store who can give you all kinds of information; say the word and all that information will come out. During the past week I have had visits from cultured men who have given me more advice and more help than I could have learned in all my twenty years' experience. I could not buy that information, but there it came right into my shop.

I am more than delighted at having the opportunity of endorsing everything that has

been said in this paper. [Applause.]

THE PRESIDENT: Is Miss Percks present?
[No response.] If not, I will ask Mr. Huebsch.

MR. HUEBSCH: Whoever has not ordered tickets for the dinner had better do so as soon as they can, because we have almost reached the limit of the capacity of the hall. Inci-dentally we will reach the limit of the capacity of the souvenirs, and as the tickets are consecutively numbered the later purchasers will probaby not get any souvenirs. The souvenirs will be voluminous and will, I think, require payment of excess baggage on your return home. [Laughter.]

A theatre party has been arranged for tomorrow night, "The Purple Road" at the Liberty Theatre. We have been able to reserve a number of tickets.

Mr. Schenck: Before we go on I would like to ask Miss Cowper for some particulars of the store meetings of which she spoke.

THE PRESIDENT: The matter is going to be brought up a little later in the discussion of the booksellers' school here in New York.

Mr. Schenck: I do not refer to the school,

refer to the store meetings.

MISS COWPER: It has been our custom for a great many years to have meetings off and on in the departments, getting all of our people together once a week after the closing hour for the exchange of ideas. We have our stock arranged according to subjects, and one salesman or saleswoman in charge of each line who gets to be a specialist in it. One girl might not know anything about selling a cook book, but another girl selling those cook books would be able to address this store meeting and tell all about them. Every time we have these meetings we have an open discussion. We ask

the person in charge of each line about his stock, about the different books and why he or she thinks certain ones are better. While we do not mean to run down anybody's books, you know one book has better points than another sometimes. As the customers as a rule don't know what they want when they come in, it is up to the salesman or the saleswoman to tell them. We hold these meetings now regularly every Friday night, and they have proven very useful.

THE PRESIDENT: Our next paper, "Agencies

for Developing Reading," will be read by Mr. Louis A. Keating, of the American Baptist Publication Society of Philadelphia. [Applause.]

MR. Keating: Ladies and gentlemen and Mr. President: I address you lbowing to the president last because I think you have undertaken a very big job. You have assured this audience that this program would not be tiring. I think you reckoned without me. I have a very lengthy paper here, and I will have to beg the indulgence of my hearers.

AGENCIES FOR DEVELOPING READING.

By Louis A. Keating, of the American Baptist Publication Society, Philadelphia.

It seems that the booksellers and publishers alike are agreed that in these United States of America we ought to sell more books. A recent magazine article that is attracting considerable attention quotes the opinion that the sale of books has not kept pace with the growth of population, particularly as compared with the growth of the population in education and wealth, and with the accompanying increase in leisure and general culture. In the absence of definite proof to the contrary, however desirable that may be, I think nearly all of us will subscribe to this view. And this, in the face of an ever increasing number of new books issued each year.

OVERPRODUCTION GREATEST MENACE TO TRADE.

We are to have later a paper on "Overproduction, a Menace to the Book Trade," and I do not want to encroach on another's topic, but the subject assigned me looking toward an increased outlet for books, demands some reference to this greatest ill, to my way of thinking, from which the trade is and has been suffering. In the article just referred to is the statement that no publisher has yet been clever enough to solve the great modern problem of distribution, and that publisher and bookseller alike must confess that the lack of sales of works of literature is primarily due to the inadequacy of present methods of distribution. Right here is where I think many booksellers will disagree with the writer's view.

Retail book stores are and I hope will continue to be the most effective channel for book distribution. That maximum efficiency is yet to be attained, cannot be questioned. It must be remembered, however, that for a number of years and until a comparatively recent time the bookseller was grappling with problems and conditions, not of his own making that threatened his very existence. A happier time is come, but many problems are still to be solved and among them this one of increased sales. And is not the lack of sales primarily due to something far deeper than indequate distribution facilities? That may be a contributing cause, but is it not a symptom rather

than a disease? Back of that is a condition that makes for ineffectiveness.

If I were asked to diagnose the case I would be strongly inclined to suspect a bad case of indigestion, from the effects of which not only booksellers and publishers suffer, but also the reading public, who too often bring a jaded appetitie to even the most worthy books.

The public has been gradually educated to demand the newest as a criterion of the best. Witness the emphasis on "new" in all book announcements. Many are learning to wait, however, for the reprint edition, too soon issued, at less than half the original price.

I recall the time when the publication of a new book was more or less an event; when the publisher's name insured a certain quality, when a book was still shown as new at the end of ten months or a year; when the traveler really expected you to check up his catalog, and you did it to a very much more satisfactory point than you do to-day. But seemingly publishers have not been content to compete with each other, but must compete with themselves.

The game has been more or less a simple one, but not altogether, as I heard a publisher express it the other day, "a gamble." Certainly the publisher who could not "plant" enough copies in the two thousand odd book stores to cover the cost of the first edition, especially of a work of fiction, ought to be ashamed of himself and quit the business.

Seriously, what would you think of a cracker manufacturer who would promote a new brand each week (guaranteed to be among the best sellers) that would compete with those he had previously promoted and in which he had lost interest. How long would he last in competition with a man who had a good thing, and knew it, and stuck to it, and told everybody as often as possible why it was good?

Gentlemen, my illustration is crude and may not be well taken, and this phase of the book business in the country may not need the emphasis I think it does. Yet no one will deny that many books published to-day deserve a wider circulation than they are likely to attain under the present conditions.

The channels of trade are too often choked with worthless trash. Many of our good

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friends (or enemies), the traveling men, have been up against the situation where the booksellers (and doubtless all have been guilty) put underneath their counters the best seller so that they may be able to dispose of others less popular.

BOOKSELLERS PARTLY TO BLAME FOR OVERPRODUCTION.

When all the publishers recognize the need for fewer and better books, and with the assistance of the bookseller prolong a book's life beyond its present average, this condition need not exist.

We booksellers are not altogether blameless, even though one of our most difficult problems to-day (and it takes a wizard), is to successfully choose from among the everincreasing stream of books, good, bad and indifferent, the books of honest value and intrinsic worth.

I appreciate that there are many sides to this problem that cannot be compassed in a few paragraphs or settled off-hand, and that many may differ from these conclusions, but if we can clarify the situation and get our problem or problems sharply defined it will at least be possible to make a start in the right direction. One of the most hopeful signs is that these problems are receiving serious consideration, both publishers and booksellers getting together in the effort to solve them.

I hope that local Associations of Booksellers will continue to multiply, and that wherever two or three booksellers exist in the same community they will get together, not only the heads of the business but all the employees in a friendly organization for discussion and mutual profit.

BOOKSELLERS ARE GUARDIANS OF PUBLIC TASTE.

George Sidney Fisher said recently at the Philadelphia booksellers' meeting that "In this buying and selling of books we should consider ourselves the guardians of public taste and morals as well as the intellect and that in the last analysis, it is the man who selects the manuscript to be printed, who influences the kind of manuscript that will be written for his acceptance, who is the real guardian of the public."

And President Wilson in a recent essay, "If this free people to which we belong is to keep its fine spirit, its perfect temper, amidst affairs, its high courage in the face of difficulties, its wise temperateness and wide-eyed hope, it must continue to drink deep and often from the old wells of English undefiled, quaff the keen tonic of its best ideals, keep its blood warm with all the great utterances of exalted purpose and pure principle of which its matchless literature is full. The great spirit of the past must command us to the tasks of the future. Mere literature will keep us pure and strong."

It may be possible for many enterprises to successfully eliminate ideals, but not so in the making and selling of books. The book-

seller must be concerned with the character of the books he sells and be more discriminating, insisting that publishers also exercise keener discrimination, and in eliminating the many mediocre books have an opportunity to put some intelligently directed effort into this problem of opening up channels for developing the reading habit. Certainly we have the highest incentive for our task.

Publishing and bookselling regarded largely as a profession, has become, like many other professions, so highly commercialized as to be in danger of defeating its own ends.

HOW BOOKSELLERS MAY CO-OPERATE WITH SCHOOLS.

In considering this problem one of the first agencies for developing readers that presents itself to my mind is the public school. What is the bookseller's relation to the schools? Has he any relation? The church long ago recognized the fact that in the children is the hope of the future. What of the bookseller? It is not necessary that he tackle the whole educational system of his community, but the school nearest his place of business or his home affords the necessary starting point. In the primary and intermediate school grades comparatively little or no effort is made to direct or oversee the child's reading, and even in the grammar grades the attention is incidental. Teachers would in many cases undoubtedly welcome suggestions from booksellers in the form of a monthly letter, or in many communities it may be possible to secure monthly meetings where phases of children's reading and kindred matters could be discussed. Occasionally it might be desirable to supply the teacher a book to read to classes or at mother's conferences where such are held or can be promoted.

Teachers and scholars should be encouraged to visit the book store. Special attractions could be arranged and special groups invited.

At one of our booksellers' meetings Mr. Bacon, of the J. B. Lippincott Co., gave a very interesting lecture on bookmaking, describing all the process from the making of paper and inks to the finished product, and exhibiting the materials used in the various stages of manufacture. Such material could be readily secured from a publisher and described briefly to a class from the grammar grade or high school would be instructive and entertaining.

I recall that several years ago I made such an exhibit the basis of a window display and it attracted considerable attention. Three or four special occasions a year when the scholars are invited to the store would serve to develop an acquaintance and friendliness of inestimable value. A thousand possible contacts between bookseller, teacher, and pupil, will suggest themselves to your mind.

It means much to the future that the love of books be implanted early and in this the

home is a vital factor. Jeffery Farnol, in a recent article telling how he began to write fiction, says, "It must have begun when as a very little lad I used to sit, round of eye, listening for hours while my father read aloud to us. It must have been then that the first idea of telling stories of my own some day first possessed me. Through my father's reading Cooper, Scott, Dickens, Thackeray, Dumas, Stevenson, all were familiar to me from my very boyhood." He then goes on to say, that "were this a more common practice with par-ents most surely would a love of literature be encouraged to reappear in their children in after years in some form or other, that if home were made as it should be, the most attractive place on earth, and the warm sympathy of the home maintained as the boys grew older those idle hours of lounging and vacant mindedness wherein the germ of so much evil takes its first conception would be unknown.'

HOME AND CHURCH FERTILE FIELDS.

Next to the school and the home the church affords a fertile field for cultivation. There are, roughly speaking, 180 thousand Sunday Schools, with one million, six hundred thousand officers and teachers and nearly 15 million scholars. It is the business of the Sunday School to know what kind of books its scholars read. But many of them don't know it. It's the booksellers' business to make them know it. To demonstrate that what is needed is not merely a negative attitude toward unworthy books, nor simply to discourage aimless or vicious reading, but rather to definitely encourage reading and direct it.

Many Sunday School superintendents would welcome a five or ten minute address, say once a month, on books worth while. The church has many organizations besides the Sunday School through which this love of reading could be developed. There are the young people's societies, the brotherhoods, various missionary groups, etc. Not so many years ago nearly every church had a group that styled itself a "literary society" or "debating club" and I presume in some communities they have continued to flourish. But why not in all? In many cases these organizations die for lack of intelligent direction. With the book club idea as a basis cannot we booksellers bring into the churches an organization having for its object a broader culture and a knowledge of the world of books?

Do not think that the church is entirely barren of effort in this regard. There are many agencies created by the church whose efforts are directed to the education and training of the people. The missionary education movement has issued many text books that run into thousands of copies each that are used for group study. The Social Service Commissions are urging through numerous agencies the reading of books on social service and kindred subjects. The young people's organizations prepare and urge certain courses of read-

ing looking toward Christian culture. The international State and county Sunday School associations have special courses for teacher training with suggested supplemental readings.

BOOKSELLER SHOULD BE IDENTIFIED WITH LITERARY CLUBS.

Another possible agency to be found in nearly every community is the clubs. Many of these are ostensibly literary or art clubs. In the present rising tide of prosperity with these the bookseller ought to be identified. As a matter of fact, the bookseller should be identified with every organization interested in civic betterment and the furthering of educational ideals.

The trouble with many of the clubs distinctly literary in character is that they are interested only in "dead ones," and the only use they have for live authors is as a side show attraction for an afternoon tea. I must confess that my acquaintance with clubs

of this kind is very superficial.

If such organizations can be given an impulse to reach out beyond their own borders in an effort to foster and stimulate the reading habit, I see in them great possibilities for service. If we can evolve any definite plan looking toward a solution of this problem every welfare organization in the country will jump at the chance to aid the effort to extend the present circle of readers, with its resulting increase in general intelligence and culture.

OTHER SUGGESTIONS FOR STIMULATING TRADE.

There may be a suggestion in the plan being advertised by one of our booksellers to the effect that his book and stationery store will be at the disposal of the lady manager of a certain charitable institution, the ladies to have charge of the store for a week and part of the profits from all the purchases made during the week to be turned over to the particular charity.

A point is made of the fact that visitors will not be importuned to buy, but that it will afford an opportunity for friends to meet and

neighbors to know each other.

The best recommendation of reading and of books, however, is a satisfied and enthusiastic reader. In our present circle of readers we have a potential and sometimes an actual advertising force that cannot be overestimated.

We don't have to ask why such books as "The Promised Land," "The Happy Warrior," and the "Amateur Gentlemen" and certain other books you can mention, sell and sell and sell. We know why. It is impossible not to talk about certain of the books we read. Happy the author and happy the publisher whose book contains this imperative. May their numbers increase.

EMPLOYED FORCE SHOULD BE INTERESTED IN TRADE PROBLEMS.

Another agency, one that is subject to immediate direction and control that I believe has been almost entirely neglected, is the employed force. From printer's devil to edi-

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tor, and errand boy to the head of the house, there is a vast army of workers who have a bread and butter interest in the success of the book business.

The figures for the book publishing business separately were inaccessible, but every printer or publisher is concerned with our problem, whether he recognizes it or not, and the number of printing and publishing establishments total 31,445, with an employed force of 388,466 persons. Get this army of printers and binders and clerks and bookkeepers interested in this problem, overcome the ignorance that prevents their talking books by teaching them, and their fear of seeming commercial by emphasizing the ideals as expressed by George Sidney Fisher and President Wilson.

We booksellers represent an employed force of more than 10,000 persons. The country would know that something had happened if even this number earnestly set about making books a topic of conversation. It might even be that conversation itself would cease to be counted among the lost arts.

Any effort that is undertaken either individually or collectively to increase the sale of books, extend the reading habit, make literature a topic of daily conversation, and books as necessary to the individual as clothes and more desirable, must recognize the importance

and seek the co-operation of the newspapers. The plan adopted recently by a Philadelphia newspaper at the suggestion of the Philadelphia Booksellers' Association to print on the book page a display note as to why people should read and own books has been of undoubted benefit to the Philadelphia dealers. The idea promises to spread to other parts of the country and should prove a valuable aid in a campaign to sell more books. I wonder if any of us booksellers have any conception of the amount of space devoted to book news by the newspapers of the country? Personally I have not, but to judge from our Philadelphia papers, if they would serve as a criterion, it must be enormous.

Observing these papers recently I have been led to the belief that what we need is not more space but better use of the space. The average book page is dull almost to distraction. And so with the publishers' advertising, evidently what we need is not more but a better quality.

BOOKSELLING THE MOST PROVINCIAL BUSINESS IN THE WORLD.

It has been said that New York is the most provincial city in America. This is naturally denied, but could not the charge be made that the book business is the most provincial business in the world?

We have built up a vocabulary all our own. We speak of 12 mos. and octavos, of books in binding, of editions, and what not. We refer to authors as though the whole world were familiar with them and their past performances, We take it for granted that the public are as familiar with the details of our business as are we ourselves. Whereas, as a matter

of fact, we are touching only the fringes of possible audiences. For the serious fact is that a vast number of people never read books. They have never been so taught, nor have they cultivated the habit. Comparisons are odious but I have been informed that the total value of the book publishing business does not equal that of the chewing gum manufacturers. Imagine it, more money spent for chewing gum than for books.

BY DISTRIBUTION OF BOOK NEWS BOOKSELLERS
CAN MAKE BOOK BUYERS.

We can scarce hope to extend the circle of readers to any considerable degree through the usual book page, for while it has its use it is read primarily by people already interested in books. Rather we need to make book news of universal interest, and secure an increased amount of book news and comments appearing in the regular news columns. And if the booksellers here would seriously undertake a campaign to increase the number of book readers I believe a large amount of such publicity could be secured.

Booksellers need to advertise more and the willingness of many publishers to co-operate should make it possible.

In a paper read before the Philadelphia booksellers last year I suggested co-operation in an educational advertising campaign, the advertisements to be of the argumentative type, setting forth the claim of books upon the individual from the educational, the cultural, the amusement standpoint, emphasizing the fact that books are essentials, not luxuries and are inexpensive, many of the world's best books being within reach of the slimmest purse. We must educate the people to read other than a newspaper or short story magazine

Once again without desiring to preach, let me say that it behooves the bookseller to be careful about the quality of the books he sells. For readers can be discouraged as well as encouraged. Sometimes I have a feeling that I know is shared by the customer, that he has been "goldbricked" in some of the current fiction.

WHY NOT BOOK EXHIBITS?

I have mentioned a number of agencies through which we may work and want to suggest one or two methods that stand out pre-eminent from among many possible methods of exploitation, other than printed advertising

The value of exhibitions has been demonstrated in many lines of trade. We have automobile and motor boat shows, horse shows, dog shows, business appliance shows, pure food shows, and what not? Some of the large stores in our big cities undertake industrial shows, showing the method of manufacture of various articles. Every large city has its annual art exhibit that attracts the best people of the community, and the proffer of a ticket or invitation to visit the exhibition is usually welcome and is in the nature of a compliment.

Why not book exhibits? Many of the agencies already mentioned would welcome an opportunity to stand sponsor for such an enterprise. In a big way this is probably up to the publishers, but smaller exhibitions at private and public schools, etc., could easily be arranged by the local booksellers. As a matter of fact our own store had two such exhibitions in private schools just previous to the last holiday season with very satisfactory results. Authors, near authors, and illustrators, certainly ought to be interested in these efforts, and to judge from reports of rejected manuscripts and the number we know are accepted they would constitute an army in themselves.

In connection with these exhibits there would be afforded an opportunity for them to be of real service in delivering addresses on bookmaking, the art of writing or illustrating, or some general literary topic that would add to the general educational value and effective-

ness of the exhibit.

The educational possibilities of the moving picture are as yet hardly recognized. Is it to diminish or increase the reading habit? The moving picture rights in a story is coming to be an important factor. I believe we can make the moving picture machine not a rival but a servant of the book business. We could well spare enough material from our books that adapted would serve to develop an interest in books, to take the place of the vapid melodrama now so extensively used.

BOOKSELLER FACES BIG PROGRAM

Gentlemen, all of this may seem to constitute a big program difficult of accomplishment and rather a good deal to expect from the already busy bookseller, but if you don't do it, somebody else will. It's going to be done. After all the point I want to make is that we must sell more books. Other and better methods and agencies than I have been able to suggest will suggest themselves to you. As I have already pointed out we have a tremendous force to start with, and while I don't like that word "efficiency," it has been so much overdone, in the book trade it will need to have a meaning all its own.

Here is a little verse I have kept by me

for sometime:

"It isn't the act you intend to do
Or the labor you've just begun
That puts you right on the ledger sheet;
It's the work you have really done.

Your credit is built upon things you do, Your debit in things you shirk, The man who totals the biggest plus Is the man who completes his work.

Good intentions alone will not bring success,
For it's easy enough to plan,
To wish is the play of an office boy;
To do is the act of a man.
[Applause.]

THE PRESIDENT: If Mr Stanley G. Shimer of the Hanford & Horton Company of Middle-

town, N. Y., is present we will be glad to have his impressions of this excellent paper of Mr. Keating's.

REMARKS BY MR. SHIMER

Mr. Keating has referred to school children and Miss Cowper spoke on the responsibilities of a bookseller. The children are the people we are to work with. You cannot teach an old dog new tricks, but you can work with young people; if you cannot work with the young people you can work with the older people who are buying books for the children. The older people are now almost in total ignorance of the subject matter of the books they buy for the children,

but the real trouble lies deeper; we don't ourselves know what is in the books; we don't know whether a book is good or bad; we take the say so of the publisher, buy it on the strength of his say so.

"MACHINE WRITTEN BOOKS" ARE KILLING THE MARKET.

We can't sell better books unless the publishers produce them. We ought to try to find out about these "machine-written books." I am told certain authors write seven or eight books in a year. They certainly cannot put out seven or eight good books in a year. The public know nothing about books as a rule. They come to a bookseller and say, "I want something good by so-and-so." They rely on the bookseller to pick them out something good. So far as possible I make it a point in my store (I have only a small store)—I make it a point to have the clerks read as many of the books as possible, not all the same books, but different books, and I insist that they shall not recommend the books unless they know what is in them.

In the year 1912 in the small county in which I live \$2,500 worth of books sold to school libraries had to be thrown out because they were not fit for the children to read. These books were sold to school libraries by jobbers who had no other interest except their own mercenary interests. You who were not here last year should read the paper read at that time on "Juvenile Writers as an Asset." It is printed in the report of

the convention.

In reference to the "Agencies for Developing Reading" we find a rental library a very good means for selling more books. Some of the dealers disagree with me on this. They say it cuts off the sale of books, but we don't find it so. We use the books in the libraries to put circulars in and in that way sales are increased immensely.

We also followed the plan mentioned by Miss Cowper of having all the clerks in the store meet together. We have them on Monday night instead of on Friday night and talk over not only books but everything in the store and find it is great help in furthering sales not only of books but of stationery and school books as well. [Applause.]

The President: Mr. Eugene L. Herr of

THE PRESIDENT: Mr. Eugene L. Herr of Lancaster has also been asked to give some

of his impressions of the paper.

REMARKS BY MR. HERR

Mr. President, I am going to be perfectly frank. I have a criticism of Mr. Keating's paper. I told it to him before he came up and that criticism is the fact that he has covered the ground so thoroughly that he has not left any room for discussion. I believe the greatest agency for the developing of reading to-day to be the American bookseller, and as they stand in a body, the American Booksellers' Association. My only regret this morning is that these admirable papers are being heard possibly by one hundred people when we ought to have one thousand booksellers from all over the United States on The success that has come to this floor. American booksellers in the last dozen years is largely attributable to the efforts of this association. Now that our difficulties in many ways, discounts, fixed prices, etc., seem to be happily settled, it behooves us to turn our attention to the educational work that this association has been doing, the work that is being done by the booksellers right here in New York, in Philadelpha and in Boston for the developing of reading, the developing of the reading habit in this country. The unfortunate feature about the book business is the fact that everybody in the country agrees that it is a good thing to read books, to buy books and to carry books, but so few of them do read books and so mighty few of them buy books. We have no opposition; we have church, school and state urging the buying of books, and as a consequence we don't get our backbone up, as in a business which half the people are against.

CO-OPERATION BETWEEN PUBLISHERS AND BOOKSELLERS ESSENTIAL.

The point I want to bring home is this: What has been accomplished in the book trade has been accomplished by co-operation. A great deal more can be accomplished by co-operation, but it needs not only the co-operation of the booksellers among themselves and the publishers among themselves, but co-operation between the booksellers and the publishers. I could wish there might be something like an American Institute of Publishers and Booksellers-an institute that would be on the job twelve months in the year-that would be fixing conditions and studying the book business as other businesses are being studied to-day, and by co-operation could educate the trade and then ultimately educate the public. How many books do you men read in a year? Bring it right home to yourselves. How many books do you read yourselves? How much time do you put to the reading of books and how much time to the reading of magazines? How many books do you buy? When you want to read a book you buy a book, wrap it up and take it home and read it and take it back quick and put it on the counter again. [Laughter.] Are you building up a library for yourselves? Are you making yourselves centers of book lore? Are you using your abilities as you could

at the clubs and at various associations and among your friends, and are you talking intelligently about books? Do you know enough about new books to make yourselves interesting in a conversation with friends? I have found it tremendously effective to say in selling a book that I have just read it and that it is the greatest thing I have ever read on the subject.

The public is reading serious books to-day. There is one book—I do not like to pick out a particular book and recommend it to you here-but there is one book I think that every bookseller should read. It is by Professor Cherington of Harvard University on advertising as a public force. As a matter of fact that book does not treat of advertising as a mere publicity. We have discussed in the Philadelphia Booksellers' Association cooperative advertising by as many booksellers and publishers as can be gotten together, advertising to educate people to read books. Get them into the book store and into the department store book department and into the habit of buying books instead of borrowing them. Get them into the habit of giving books for presents. Keep books before them as we do breakfast foods. You wander along at night here on Broadway and you see a thousand electric signs advertising beers, corsets, petticoats and what not, but you do not see a single thing about books. You never see a word about books on the car cards.

When I spoke of co-operation in advertising I meant that there is no one publisher big enough to take hold of the situation alone, as, for instance, the Eastman Kodak Company has done in the camera business. That concern has done alone the requisite educational advertising in its line. That never can be in the book business, because the book publishing business and the book selling business are essentially individual businesses. It is absolutely necessary for the publishers to get together and it is absolutely necessary for them to get together with the booksellers to put on a real big co-operative advertising educational campaign all over the country.

We want a campaign that will induce the 80 or 90 per cent, of the people of this country who do not know anything about books to learn to get the pleasure out of books that possibly 10 per cent, of the people do. [Applause.]

THE PRESIDENT: Mr. Alfred Harcourt of Henry Holt & Co., of New York, whom we all know, has prepared a paper on "Books and Their Competitors," which I will ask him to present. [Applause.]

MR. HARCOURT: Anticipating that it would be pretty near lunch time when my paper was reached, and anticipating the quality of Mr. Keating's paper I thought there wouldn't be much left for me to say. I can relieve you, therefore, by saying that I have little to say.

BOOKS AND THEIR COMPETITORS.

By Alfred Harcourt, of Henry Holt & Co., New York.

In his article on "Book Publishing and Its Present Tendencies," in the April Atlantic Monthly, Mr. George P. Brett said: "To have published a worthy and distinguished book is a matter of high satisfaction to a publisher of the right sort, critics of publishers and publishing methods to the contrary notwithstanding; yet to know, or to feel morally certain, that thousands of his fellow citizens would value the work as greatly as the publisher himself appreciates it, must be a matter for despair if no effective or practical means exists for bringing it to their attention."

With too little effort all of us can think of books which have sold their three or five thousand, and which, had they penetrated to all the homes where they would be valued, would have sold several times what they did. A comparison of the number of persons in your city who during the past year read and enjoyed some fairly popular book of non-fiction with the number of those who would have enjoyed it just as much, who were quite as able to do so, but who somehow didn't buy it or read it, makes it apparent that most good books do not reach nearly all the public who would value them and who are able to pay for them.

TIME AND MONEY-CONSUMING OCCUPATIONS COMPETE WITH BOOKS.

With what factors of ordinary life are books in most direct competition for interest, time and money? The equivalent of the money and time necessary to purchase and enjoy hundreds of thousands of books is spent every week on magazines and those portions of the Sunday newspapers devoted to special features. Good books, including the undying favorites may, with some fairness, be held to offer a higher average return in intellectual satisfaction than that derived from even the better magazines or Sunday news-papers. They are not, however, as freely offered for sale nor are they, on the average, so cheap. If this is a fair statement, books might, by and large, be expected to lose out as against magazines and newspapers; the element of display and convenience of purchase turning the balance. This expectation is, I fear, fulfilled.

AMERICAN LOVE OF COMPANIONSHIP WORKS AGAINST READING.

There is another class of time and money consuming occupations making demands on the leisure hours which might be devoted to books. Reading is usually a solitary pleasure; but a book in a nook is not the world's desire. The play, the lecture, music, even pictures may be enjoyed in a crowd. Most Americans like to take their pleasures with others about them. As we splash about in the sea of letters, and cry "Come in," most of our friends go automobiling or to the ball game.

However, if these people started reading it wouldn't, roughly speaking, cost them as much to buy a book as it does to go to a theatre. Compare the return in satisfaction from the last \$2 you spent for a theatre ticket and the enjoyment you could have had reading even a 35-cent edition of Cellini's Autobiography or "The Cloister and the Hearth." There is, too, an element of social prestige in being informed about books—many seem to read book reviews for no other reason.

The problem is not one which admits of close definition. It might sift down to this: Books compete with magazines and newspapers on the basis of display and convenience of purchase. They compete with the theatre and the other social occupations for leisure time on the basis of the gregarious habits of our public and the social prestige furnished by indulgence in social occupations. Some practical suggestions may be discussed. BOOK STALL "ANNEXES" WITH CAREFULLY SELECTED STOCK MIGHT DO WELL IN

CENTRAL PLACES.

A wide-awake clerk and a carefully selected stock of timely and readable volumes, placed in a central book stall, which need not be much bigger than the traditional "two by four," might pay a direct profit; it would certainly make new readers. If books were as easy to buy and as well displayed as cigars most of this paper would be pointless.

There would seem to be no general reason why your store should be the only place where you do business. Several book stalls, serving as feeders, in good locations and with proper stock (showing no magazines) would be an interesting experiment. It would seem as if the local bookseller might make more money out of the book market furnished by his local railroad station than the outsider with his conglomeration of gim-cracks and literature.

The homes of many fairly well-to-do business men form a considerable market where books might be introduced as into an almost virgin field. It must be as convenient, till they get the habit, for these men to buy a book as it is for them to buy a magazine.

As for the social competitors, some mis-sionary work would have results in the long run. The co-operation of press, pulpit, library. school authorities and women's clubs could, in most towns, be secured in a campaign to make people think books quite as necessary for their homes as the piano, or first-hand information about the books of the day as important a claim on social attention as the lingo of the theatre.

The instigation of a paper at your best women's club on the importance of having good books for the children, and of the wisdom of buying at the bookstore instead of paying a fancy price to a book agent, should start customers your way. A series of carefully worded display cards in your window or local paper on the general importance of purchasing books might bring a customer into your store or make him look more closely at the particular titles displayed.

PUBLISHERS AND BOOKSELLERS SHOULD WORK TOGETHER FOR COMMON GOOD.

To develop this large subject into further definite suggestions would trespass too much on your time and on the field which I suppose Mr. Keating will cover in his paper. The publishers are giving this problem much co-operative study and are preparing to devote money and time co-operatively to do what they can to solve the problem. Whatever they may do, whatever you may do, should be done co-operatively and for the benefit of the entire trade. The spread of local organizations in the trade offers an opportunity for this sort of effort—working together for the common good cannot but increase the interest in these leagues and make for strength and mutual good feeling.

The habit of reading grows by what it feeds on. A special effort to make a new reader may be more important than a special effort to sell an established customer a book he is likely to buy anyway. Reading, begun as a luxury for idle moments, soon becomes the daily bread of intellectual life.

THE PRESIDENT: On my list here of instructions from the Program Committee I find the name of Mr. Lawrence J. Gomme of New York City. I will call on him to give any remarks he may have to make on this paper of Mr. Harcourt's.

REMARKS BY MR. GOMME

Mr. HARCOURT's paper seems to me to be a piea for book reading against all other forms of amusement or culture, or, as it touches us, bookselling against all other trades. He divides what he presumes to be our competitors into two classes which I am going to call the Intellectual Competitor and the Social Competitor. In the first class we can include newspapers, magazines, theatres, moving pictures. In the second we can include motor cars, golf, baseball and all other sports. Now, I maintain that none of these can be called competitors of books. Let us take the newspaper and the magazine. They are the direct outcome of a demand for intellectual development, which in the past was found impossible. They satisfy the demand for knowledge from the poorer class and to the richer suggest lines of thought hitherto undreamt of.

SALE OF PERIODICALS STIMULATES BOOK SALES; THEATRE STIMULATES LOVE OF LITERATURE.

Mr. Harcourt regrets that superior facilities both in price and distribution seem to give the newspaper and magazine an advantage over the book. Well, of course, if we are to ac-

cept the quantity sold as the criterion of competition it must be conceded that thousands and millions more magazines and newspapers are sold over and above the quantity of books. But this is not quite the right attitude to take. What we really have to consider is whether such articles can be considered, because of the quantity sold, serious competitors to the bookseller. I maintain they cannot any more than the boot-lace is the competitor to the boot, or sugar is the competitor to candy. They must be considered as attributes to our businessand very valuable attributes, too. They are the very feeders to our business. Hardly a day goes by that there is not something in the newspaper that cannot help you along in selling a book. Only the other day I directed a customer's attention to Flinders Petre's works on Egypt, introducing the business by mentioning the discovery of a St. Jerome manuscript on papyri. The Balkan war is a topic of interest, and the bookseller can do his business only on the strength of the interest roused by newspapers. How often does a good dramatic article help one to sell the current pubished plays? Why, innumerable instances can be found of the value of the newspaper—more than that, the necessity of the newspaper—to the bookseller. And in the same way, the magazines. And the more of these sold the more business to the book-seller. The theatres and moving picture shows can be made to fulfill the same purpose. Only the other week a play was produced in New York which had been published in book form for over a year. The sale of that book went up in our store by leaps and bounds, and this will always be the case when the play is a worthy piece of writing. The public are looking for dramatic literature and directly booksellers recognize the value of the stage to their business they will find an almost entirely new field opening up.

AUTOMOBILING AND OTHER SPORTS NOT COM-PETITIVE WITH READING.

As to the second class of so-called competitors, the automobile and other forms of sport, I think I am as enthusiastic a bookseller as anyone present, but I cannot bring myself to believe that a nation can live by books alone. No, the physical needs must be attended to as well as the mental. The one without the other is impossible. The two are complementary to each other, not in any sense competitive.

Bookselling has, however, one peculiar characteristic. The book is the only article of necessity which has to compete commercially with articles of luxury. It is in jewelry, fancy goods, candies and the like that booksellers must look for competition. In the classification used by the recent Tariff Commission it will be found that the articles of luxury bear no relation whatever to the articles of necessity with the exception of books, for, while books are considered, on broad lines, as necessities, when put to the test of individual taste stand very often as luxuries and generally are considered as such.

It is for us booksellers to insist on good books (better and fewer if necessary) and to help raise the mental status of the public so that they may recognize our business as a necessity. Give it the dignity of a profession.

Book reading must become an institution just as newspapers, the theatre, baseball and other sports, and then no competition can down us. We will have nothing to fear from it, and much to gain.

THE PRESIDENT: The New York Times has extended a very courteous and cordial invitation to the members of the association and their guests, if they find the opportunity, to visit the new building of the New York Times and go through their entire plant. They will extend every courtesy that may be necessary.

It is necessary to appoint the Committee on Nominations and an Auditing Committee. Last year a resolution was passed directing the president to appoint the Committee on

Resolutions before the convention. This was done, but out of the five appointees three were unable to come to the convention, making it necessary to wait until we could hear just what men had come before we knew what men we could use to best represent trade sentiment in the various parts of the country. If there are no objections I will ask Mr. Richard Fuller of Boston, Mr. Irving S. Colwell of Auburn, New York, and Mr. Clark of Milwaukee to audit the treasurer's report, and have their report ready for Thursday morning's session.

I have a notice to read which all of us will be sorry to hear. Mr. Francis F. Browne, editor of *The Dial*, president of Browne's book store, whom many of us knew personally—all of us have heard of him—died on Sunday morning at Santa Barbara, Cal.

TUESDAY-AFTERNOON SESSION.

MR. Schenck: After the close of the morning session your president requested me in the event of his absence at 2 o'clock to call the convention to order.

The first speaker this afternoon always has opinions that are worth while on topics of interest to the trade. That gentleman has a happy habit of giving expression to his opinion, occasionally through the Publishers' Weekly, and we who read that paper are quite familiar with the name of John Sterling, of Watertown, N. Y. Mr. Sterling will now address

us on "The Problem of Bookselling in the Smaller Cities." [Applause.]

Mr. Sterling: Mr. Chairman and members of the Booksellers' Association: I am a little sorry that I did not have more time to prepare this paper for the reason that I would have liked to have communicated with a number of other booksellers in the smaller cities and gotten their opinions and then collated that matter. But there was no time for that, and my paper is of more limited character.

THE PROBLEM OF BOOKSELLING IN THE SMALLER CITIES.

By John Sterling, of Watertown, N. Y.

YES, the booksellers of the smaller cities have their problems. They are real problems, too. Some of them touch our very existence. "To be, or not to be? That is the question." Hamlet's problem dealt with a ghost. There is nothing ghostly about ours. They are real and full of life.

In order to get at these problems and find out what they really are, will you permit me to give a short resumé of my personal experience, for perhaps in that way we may best find out how we came by these problems, for they have come down to us one at a time. In relating these experiences I am blaming no one. I have no hard feelings toward any one. Conditions, over many of which we have no control, have brought about the state of affairs as they now exist and have existed for some time.

From the very fact that I am to state some of these problems this paper will be more or less pessimistic. Fortunately for me, I am only to state them, not to solve them. The solution is with this convention. May it succeed to the satisfaction of all concerned.

Since 1873 I have been connected with a country book store. I have seen the various problems come up from year to year. When I first began in my father's store we sold books that were published at \$1.50 at that

price, and books published at \$1 we sold at that price, and no one thought of paying any less. The books were bought in New York and a semi-yearly trip was taken to stock up. My father knew personally the Harper Bros., Mr. Scribner, Mr. Putnam, the Carter Bros. and Mr. Randolph, who was a special friend. The trip was somewhat of a pleasant social visit combined with the business. In those days in the stationery line high prices prevailed. No one thought of paying less than 10 cents for a pencil. Ordinary writing paper was 25 cents per quire. The imported papers-and the fine papers were imported-were sold at 40 cents per quire. I well remember when the first writing tablets were produced. Twenty-five cents per pad was the prevailing price and some were sold at 40 and 50 cents. Competition we had, but not so much in prices as in showing the first new goods and in general service.

DIFFICULTIES OF BOOKSELLER BEGAN WITH GIVING OF DISCOUNTS TO MINISTERS AND OTHERS.

But changes came in the price of books. Ministers first, then teachers, must have 20 per cent. off from the published price. Then the general public naturally did not see why they should not have the same. Soon a further discount of 25 per cent. and even 30 per cent, we heard quoted from the larger centers. People waited to go to these centers and purchase or sent for their books, paying cash, which they were not in the habit of doing at home, and paying transportation. Our sale was pretty sure if we gave 25 per cent. off and in most instances charging the book, to be paid for-sometime. The situation became intolerable and a convention was called, I think at Put-in-Bay, and the next year at Niagara Falls. At last all came together on a 20 per cent. discount, which meant nothing was sold higher. All the evils were now supposed to be corrected and the country bookseller was to rest easy forever after. Soon the price cutter began to be in evidence again and it was not long before things were about as bad as before.

The next vexation was the \$1 and later the 99-cent stores cutting on books and other matters usually carried in a country bookstore. About this time, or perhaps a little later, came the Alden "Book Revolution," which was a bugbear to many a book seller. But the "revolution" did not entirely upset the book trade, as we managed to live and still pay our honest debts.

PAPER LIBRARIES AND DEPARTMENT STORES REDUCED PROFITS.

About this time appeared the paper "libraries." The Franklin Square Library I well remember. Its first issue was "Is He Popenjoy," with promises of good things to come. Shortly came the "Monroe Library" with its enormous list. Later these libraries in a 12mo size were very popular. Now all this took more or less from the regular book sale, for almost every kind of standard book was printed in at least one of these paper editions. Of course the output was enormous to the publishers, but to the country book-seller there was just about so much trade and that was all he could get from his territory. Selling a few more books at 10 cents than he did at from \$1 to \$1.50 did not make up for the loss in selling higher priced books.

Later came the department stores with their enormous cuts on all lines of salable literature during the season when the bookseller was in need of all he could get to bring up his yearly sales to a profitable point. Then, too, the 5 and 10-cent stores made their appearance. Our own city was responsible for that. I well remember when Mr. Woolworth was working in a dry goods store but eight doors from our own. It was there he conceived what was to become one of the most profitable lines of business in the retail world. He once wanted a few hundred dollars. I could have lent it to him. Some of you may have read the "Ifs of History." If I had gone in with him—well, I would not be here reading this paper. Now what had the

Just this. Lots of little things for sale in a country book store that helped to make up for the loss on books were sold to a certain line of customers who now frequented the 10-cent store, but in earlier times came to us. Thus another little item was cut off, small to be sure, but every little counts.

At last came the general cut in the published price of a book, until we were apt to have anything quoted from 79 cents up for a \$1.50 book of fiction. With from 20 to 25 per cent. discount to teachers and ministers on serious books you can figure the profit, when, of course, these could not be bought in quantities and many had to be supplied from our special express order list.

Up to about this time our September sales were very much augmented by the sale of school books and things pertaining thereto. Now another change came—free text books for all the common schools, and very soon after the stationery part was supplied by the board of education. Quite recently in some cities the high schools have established book and stationery stores, supplying all that is in use in these schools. This was started ostensibly to give the pupils in the mercantile department a taste for practical business. It seems to me it would be well to change off and supply the same pupils with clothing for a year or so or the supply of book and stationery employees will more than fill the demand. Has the state a right to use its public buildings to compete with any regularly established business?

BOOKSELLERS' CONVENTIONS FIRST BREAK IN CLOUDS.

A few years ago a bit of sunshine began to break through the dark clouds. A booksellers' convention was to meet in New York, where our troubles were to be heard and corrected. I did not attend the first meeting, but there has not been one since that I have missed. The man in our business who does not attend is to be pitied. Well do I remember the long room in the Victoria Hotel. There were but comparatively few of us. I always thought I detected a smile on the faces of some of the publishers or their representatives as they heard us talk of the dire things that would befall us if they did not comply with our wishes. Of course they would. Were they not in the same box? Did they not want their books sold through the country as well as in the city department stores? Gradually, from year to year, I saw our numbers growing, until-well, gentlemen, you know the year the turn came. Our seats were that year turned from the street to the other end of the room. Was it prophetic of the turn in the tide? Do we not all remember when Messrs. Houghton & Mifflin announced that hereafter all fiction would be net? Do we not remember the applause? Some one next to me said: "Is this a Houghton & Mifflin convention?"

The Victoria was no longer large enough to hold the growing child. How long will it be before the largest convention hall will be brought into service?

RISK OF LEFTOVERS ENHANCED BY REPRINTS.

The problem of the country book store is in many ways the problem of any retail business—to keep the retail price of an article low enough to attract the public yet high enough to realize at least a living profit commensurate with the business. This profit must come from the difference between the cost of the goods, plus the expenses, and the retail price. To the bookseller, however, there is another item of risk somewhat peculiar to ourselves. The risk of leftovers is greater than in almost any other line of business. You can sell an old piece of clothing for some price, if that price is low enough. An old book, unless it have some very special value, is almost impossible to sell in a small city unless just the man comes along that wants that particular book, and if he does he will give a fair price. This risk of left-overs has been of late greatly enhanced in all lines of fiction by the re-prints supposed to be sold for 50 cents each, but in many cases sold at from 35 to 48 cents each. There was a time when a passé novel, for instance, could be sold for at least half price a year after publication. How is it possible under the present plan to get over 50 cents at most when our customer knows full well that he can get a new copy at the price of perhaps a slightly shelfworn copy, or even less. With the large buyer in the large centers, provided the output is rapid and the stock turned over quickly, there is undoubtedly a profitable investment in the reprints. But how about the smaller buyer, who cannot take the large quantity without overloading? Where is his profit in retailing comparatively new books and good sellers at from 45 to 50 cents? You all know what we pay for these books. Add your 28 per cent. for expenses and where is the profit? Then, too, these larger centers are offering these books at from 35 to 48 cents, and your customer knows this. What kind of a moral effect does this give your business? I am of the opinion that no book of the size and quality of the ordinary fiction put on the market in the first editions at from \$1.20 to \$1.40 can be sold at 50 cents retail and give the proper margin of profit to any one. The publishers say their profit is in the immense

BOOKSELLER OBLIGED TO STOCK REPRINTS.

Then, too, in the retail end the country bookseller has an item that many large stores do not have to contend with. Many of our books are charged on account to presumably good credit customers. I say presumably good pay. Of course no one will intentionally let goods go out that will not be some time

paid for. But none of us are so keen in our judgment that we do not sometimes find accounts on our books that are not worth the paper on which they are charged. Then, too, our customers—some of them at least—although good pay, do not hesitate to let us wait a good long time before we are paid. Will someone wiser than many of us suggest a remedy for this problem of the country bookseller? Not to carry these reprints would send our customers to the tobacco stores, open nights and Sundays, or to the department store, where they are sold along with tinware

and baby carriages.

Someone may say: "Is there not as much profit in selling three books at 50 cents as there is selling one at \$1.50?" I do not think there is. To make the same one would have to sell four or five, differing somewhat in localities, as the transportation charges might be higher or lower. The extra expense in freight, in selling the goods, doing up, etc., each book separately, must be reckoned in. I do not think I overstate the matter when I say that, as a rule, the booksellers in the smaller cities and towns do not sell three times as many—and certainly not five times as many—of the so-called 50-cent reprints as they do of the regular first editions. A constant window display might increase somewhat the sale, but a merchant who has all sorts of books and other goods to display cannot afford to be continually pushing his 50-cent reprints.

CENTRAL EXCHANGE BUREAU MIGHT HELP LEFTOVER PROBLEM.

The problem of leftovers is a very serious one that is constantly coming up with the bookseller, no matter how careful he may be. It does seem as if some means might be devised whereby the man who is "long" on certain stocks could be put in touch with the one who is "short" and some kind of an exchange made for our mutual benefit. For instance, A may be overstocked with a certain line of juveniles; B may be running short of juveniles but is overstocked in historical books. Now C wants the books on history and so on. Now if A, B and C could only know of this by some kind of central exchange bureau of information all these little matters could be adjusted to the benefit of all. Then when our representatives come to us from the various publishers they would find us, as we would all like to be, with a low stock and ready to give an order somewhat in keeping with what the publisher has told his man he should sell us.

In the system now prevailing of a special discount on a quantity on any one book there is a temptation to many a small dealer to overload. It seems to me if this discount were on the general size of the bill commensurate with the size of the town, rather than the special edition of one book, it would work far more to our mutual advantage. Let me illustrate. At one time the representative of

a large publishing house was urging me to take a quantity of a certain new book of fiction when I had grave doubts about its selling with me. As an inducement he cited a man in another town that had taken a large quantity. "Let me see," I said, "did not this man fail a short time ago?" He admitted he had. "Did you lose anything?" I asked. Yes, his house had been a loser. "Now," said I, "how many other books of your line did he buy this trip?" Well, he had bought hardly any, while I had just been purchasing a fair general bill and had only hesitated on this one book. I found my bill was larger on the whole than that of the man he had cited. "Now," said I, "the house that I now represent has been purchasing of you for over fifty years, paying you every dollar on its full value. Just because I do not see fit to purchase a quantity of this one book you give a man from whom you admit you have lost in times past a better discount, even though my whole bill is larger." Is that right? I found out later that I had made no mistake in not buying the book in question. It proved to be a poor seller.

COMPETING WITH CATALOGUE HOUSES NOW DONE WITH.

There is one problem of the small dealer that is being solved on account of the prevailing net prices. That is the competing with the catalogue houses. In days gone by a list from one of these houses would be shown us, and those prices must be met if a sale was to be made. There is much less of that now. But our troubles in that line are not all ended yet. Rumblings of "new fiction at 98 cents" are still to be heard. Our kind publishers and jobbers still flirt with library orders to our discomfiture. Why this? think I see the reason. There are, say, about ten large houses that cater to the library trade. A gentleman high in authority in one of these houses was asked if there was any profit in selling to libraries at the prices so often quoted by them and others. He admitted that there was not as much as there should be, considering the risk and work. "Then why do you sell at so low a price?" he was asked. "Because the other fellow does," was his reply. "If the other fellow would agree not to do it would you?" "Yes, we would," was his reply. I saw the "other fellow." "Well," said he, "if that man made an agreement he would keep it, but another fellow would get the business," and so on, each fearing his competitor. In the meantime where are we smaller dealers coming in on large library orders?

It does seem strange that people do not seem willing to allow a profit on books that in other lines is given without question. An experience of mine will illustrate. A library order of about \$500 was handed me to fill for a public library if I would give a flat 40 per cent. discount. I looked through the list and found books of a varied discount from

to per cent. to the usual limits. I returned the list, much to the surprise of the committee. "What!" they said, "do you deliberately turn down an order for \$500 worth of books?" "Yes," was my reply, "when they cost me about \$525 I see no inducement to take it just for the fun (?). I found on the committee of three one coal dealer, one lumber man and one insurance man. "Gentlemen," said I, "when you sell lumber to the schools do you sell it at cost or less, or at the same price any one would purchase the same amount? When you sell the schools coal do you sell it at cost? When you insure the schools do you do it at no profit? Why ask me to give my profits any more than you?" They saw the point and told me to do the best I could, which I did.

WHOLESALERS IN OTHER LINES OF BUSINESS PROTECT RETAILERS.

Before I close I want to give an instance of how houses in another line of business protect their customers. In our town a man of wealth, fearing the local trade would overcharge him in his hardware while building a large house, took his architect to New York and purchased all his hardware at a wholesale house. A few days later a local dealer received a letter from the house where his purchases had been made, stating that Mr. Blank had been in and bought his hardware. They enclosed a credit bill of the difference between the regular wholesale price and the prices they charged Mr. Blank. The fact was the purchaser had paid more than he would have had he bought at home. But this he never knew. Gentlemen, how many of us have received a similar letter from publishers stating that the librarian had been in from the local town and made purchases, and inclosing a credit bill representing the difference between the wholesale price and the prices sold the library?

I could state instances in other lines that I sell where people have made purchases in New York and the goods were sent to me to deliver billed at the wholesale price, stating what the retail was to be. I have often had orders returned to me to fill that had been sent wholesale dealers. I can say also some in the book line, but very few, and mostly from New England.

But, gentlemen, these things are not pleasant to relate nor to dwell upon. Conditions are far better since the net prices have prevailed. The publishers are showing a willingness to do what they can for the retail trade. This we must recognize, and reciprocate as far as we can. A better understanding is prevalent on all sides. The better class of department stores are with us, we all know. In all our deliberations, however, we must keep in mind five interested parties in making prices. The author, the publisher, the jobber, the retailer, and last, but not by any means least, the public, who do the purchasing. It is a mistake

to disregard any of these factors in the ad-

justment of our difficulties.

I hope I have not wearied you with the problems of the small dealers as I see them. Conditions differ somewhat in different localities. Some have troubles that others do not. In general, however, I think many of these stated are common to all.

As I said in the start, it was for me to present these problems as I have seen them. If I have shown any of them in such a light that you will be able to solve them I have not written in vain. [Applause.]

MR. SCHENCK: Discussion on this paper is to be by Irving S. Colwell, followed by Mr. Ben B. Taylor.

REMARKS BY MR. COLWELL.

Mr. Chairman, ladies and gentlemen: The problem of the bookseller in the smaller cities brings me before you. What is a bookseller? Some years ago in the central city of New York State Mr. Wolcott, who has presided over Wolcott's book store, established over a century, came in one morningand you can imagine how he would come when he was thirty years younger than he is now—and said: "A bookseller is a man who sells books. A bookseller is a man who sells books. A bookseller is a man who sells books!"
Three times. Three times he said it.

In all these papers to-day, in all these systems, we should not forget that motto. Let us not forget that our business is to sell books. You have heard the incident of the man who was selling one of those "systems" which we have so many of these days, who came to a retail dealer and said, "How is the system working?" He said, "Fine." He called his bookkeeper and delivery boy and all his clerks to show the agent how fine the system was working. After a few moments the latter asked, "How is business?" The answer was, "Oh, pshaw! we don't do any business any more; it takes all our time to attend to the system." [Laughter.]

PRICE OF COPYRIGHTS TOO LOW.

Some of the problems Mr. Sterling has hinted at; but obstacles are not of an unmixed evil-obstacles are a good thing in our line. We can't even play golf successfully without a few of them [laughter] and we certainly do not sell books without many of them. One of the things mentioned is the cheap copyright. Whether that is a bane or a blessing we shall know to-morrow about this time after Mr. Grauer has given his paper. In the meantime they are present with us and we must take care of them. There are two or three suggestions that I want to make in a quiet and unassuming way. In the first place, the price of the copyright is too low. If we were to make the copyright 60 or 75 cents and impose a fine for selling them any less we would have started toward something that would be worth while. In the next place we must buy those copyrights, say, on the first of each month at the minimum price, at the minimum quantity price, as individuals,

or with our friends if we cannot buy them singly. We should buy them on the first of the month and pay for them at the beginning of the next month with a cash discount. Each month we should replenish our stock, putting in the standard books and new books that have come out in the interim. We should place those books on our shelves in alphabetical order, I think, so that they can be readily found. Then I think we should get the idea out of our mind that we are going to make very much money out of those reprints. Those reprints are just a means, an accessory, toward the end of selling something that we can make money on.

In nearly every country book store the line of goods that we can make money on has to be hammocks, croquet sets, stationery, office supplies, typewriters, filing cabinets and everything that goes to make up a country department store. We can use those books, however, those copyrights, as advertising by having printed a list of the titles we carry.

VALUE OF STORE IMPRINTED LITERATURE.

An incident: A lady came in my store the other day who had seen such a circular tucked in a magazine. She had marked off twelve of the books listed and said she would like to have them sent over. She said, "I suppose those are all new books?" I said, "Yes, in the sense that they have just been printed, but not new in the sense of being a new book just copyrighted." She said, "Then I want some new books along with them." There was my opportunity, and the new books were sold.

Another incident in point: A party comes in and picks one of those copyrights off the table, wanders over and sees the window of typewriters, and within ten days becomes a customer for a \$100 typewriter. Of course that was worth while.

The copyrights also help us to solve the problem of left-overs in a way. Some publishing firms make an agreement when they sell a bill of books that the copies left on your shelves when the book comes out in cheap copyright form they will protect you on. I imagine as individuals we can make an arrangement like that with many of the pub-

BY REFERRING ORDERS TO RETAILERS WHOLE-SALER INCREASES BUSINESS.

Coming on down in Mr. Sterling's paper to the point of having orders referred to us, I want to give you an instance in point. There is a large filing device house in Rochester which appoints agents all through the State; some of them are here to-day. Those people received an order from a customer in our town for \$4 or \$5 worth of filing cards. That order was not filled direct; it was turned over to me as their agent with the suggestion that the prospect be followed up. Within two years we sold those people more than \$500 worth of those goods, and the filing supplies have been supplied to us at 30 per cent. discount, with an additional cash discount at the 10th of the next month and the filing devices

themselves at 40 per cent. discount; and, more than that, they have been delivered to our door. We all know the history of that file manufacturing house; if they can do it, why can't the publishers do the same thing? [Applause.] But I do not want to encroach upon Mr. Grauer's paper later. In solving these problems of the country bookseller we must bear in mind that a bookseller is more than a man that sells books. He has it in him to invite the purchase of books. If you were to go into some stores in central New York you wouldn't be met with the query, "Is there anything else you want?" You would be met with something like this: "I did not know but that you were thinking of the Montessori method or Bergson's "Creative Evolution." That immediately puts a definite suggestion into the customer's mind; and I will venture to say that some of those suggestions will get you a sale. The last item in Mr. Sterling's paper

we can all appreciate—fewer and better books—yet we must not forget to have faith and be optimistic. You know that one of the recent definitions of the pessimist and the optimist is, the pessimist is the man who sits in the last seat of the rear car of the train and sees everything apparently going from him, but the optimist bookseller, that sells books, sits on the front of the engine—on the cowcatcher—and sees things coming his way! [Great applause.]

[Mr. Butler, the president, coming in at this time, took Mr. Schenck's place in the chair.]

THE PRESIDENT: Are there any other questions or comments arising from Mr. Sterling's paper? As there seems to be none we will pass to the next paper by Mr. Wm. H. Arnold, of the Syndicate Trading Company, and the H. B. Claflin Company, New York, who has a very interesting paper prepared on "More Steps Forward."

MORE STEPS FORWARD.

'By W. H. ARNOLD, of the H. B. Classin Company and The Syndicate Trading Company.

Mr. Arnold: Mr. President and fellow members of the Booksellers' Association:

THE least profitable period of retail bookselling in this country was the last third of the 19th century. Discounts from the published list prices which were originally granted only to public libraries, to schools and school teachers, and to the clergy, were gradually extended to book buyers in general. The reextended to book buyers in general. The result was that the profit on books altogether vanished and in many centers of population, where competition was closest, books were actually sold at a loss. The profit from the sale of miscellaneous stationery was not enough to make up this loss and also to provide at least a meagre remuneration for the capital and time devoted to the business. Dealers, therefore, in order to make a bare living, found it necessary to resort to the sale of articles that had no proper place in a bookstore. Chromos and croquet sets became more conspicuous than books and stationery. Many booksellers sold out entirely and withdrew from the field. At last the declining state of the retail book trade became so serious that the publishers could no longer ignore the fact that their most reliable channels of distribution were getting smaller and fewer, and this notwithstanding a rapid increase in the population of the country.

FIRST BOOK TRADE ASSOCIATION FORMED, 1873.

In the fall of 1873 a meeting of booksellers of the Central West was held at Cincinnati for the discussion of trade problems. Another meeting was held early in 1874. These meetings resulted in the formation of an association known as the American Book Trade Union. After much discussion, plans were made for a convention to be held in the summer of 1874. These plans so developed that the gathering was national in scope. A convention in which both publishers and book-

sellers participated was held at Put-in-Bay and a new association, which absorbed the American Book Trade Union was formed under the name of the American Book Trade Association

Many of those here present remember this and the annual mid-summer assemblies that followed, with a publisher always presiding over the deliberations, and representatives of publishing houses dominating the proceedings. Well do I recall the alluring announcement of the convention to be held at Niagara Falls, at that time, as for all time, a sight to be longed for till seen. Although the wages of a book clerk in the old Dutch city of Poughkeepsie in the year 1875 did not provide for many distant excursions, the special excursion rate of the Erie Railroad induced one young man to go. The convention lasted three days, but it was not until the afternoon of the third day that he was able to free himself from the distractions of the place, and enter the convention hall. On the platform, well to the front, and facing the gathering, sat, in tilted chair, a well-known publisher, a member of the executive committee, with thumbs in the armholes of his waistcoat and feet on a table.

CONVENTION OF 1875 VAGUE ON SUBJECT OF PRICE-CUTTING.

The committee on resolutions, which should express the consensus of convention opinion covering various matters of trade reform, included in these resolutions a plan to penalize the cutting of prices, but the convention didn't have the courage of its convictions, in fact didn't have any convictions at all, and balked at taking the radical action called for by the conditions of trade. So another committee was appointed to revise the resolution relating to this most important matter of retail prices. This committee produced a resolution that

urged upon the entire trade the absolute necessity of maintaining the publishers' advertised retail prices, in all sales to buyers outside the trade, excepting that a discount of not to exceed 10% on medical and 20% on other classes of books might be allowed to the following classes only: public libraries, circulating libraries and Sunday school libraries, clergymen, professional teachers, professional men (on professional books) and (fatal inclusion)—large buyers. The spokesman of the committee stated that, after consultation with many men of many minds, the conclusion had been reached that no definition of the term "large buyers" was feasible. The climax of the expression of helplessness to improve the situation was reached when a prominent bookseller of Cleveland solemnly suggested a substitution in the resolution of the word "reduction" for discount, with the remark that the word "discount" had become so offensive to him that the mere mention of it induced nausea. The committee thanked the gentleman for taking the obnoxious word discount out of the resolution and begged leave to insert the word "reduction" instead. The consent of the members present was given and the resolution was then passed by the convention. Shortly after, the convention adjourned, with a parting admonition from the president never again, in transactions with their customers, to use the word "discount."

Even the young visitor from Poughkeepsie was impressed by the futility of the proceedings, and he still fails to understand how a convention of men, gathered from many cities and towns seriously to consider matters pertaining to the welfare of the business in which they were engaged, could employ the precious hours in thus playing with words—cheating themselves into the belief that a mere change in nomenclature could in any way alter the fact that profits had been discounted or reduced, or cut—or whatever one might choose to call the slashing—so that there was no health left in the retail book business.

JAMES CAMPBELL ONLY STRONG ADVOCATE OF NET PRICES.

One, just one, of the many speakers at this convention had the foresight to declare that the price made by the publisher should be a net price, with no discount to the retail buyer. This was James Campbell of Boston. He declared that the only right way to sell books was for the publisher to name a price, and then stick to it; that to make a price on a book and then allow a discount to the retail buyer was not fair or honest. His vigorous remarks were so at variance with the spineless attitude of the assembly that he was repeatedly called to order and at one point his speech was stopped by the noisy exclamations of his auditors.

When the next annual convention met at Philadelphia in 1876, no decided improvement had resulted from the labors of the Niagara

convention. Representatives from a few cities reported adherence to the resolutions of the previous year, but in general the deplorable conditions had not been mitigated, and discouragement had taken the place of the enthusiasm which had prevailed at the first national convention and which had sustained the meeting at Niagara in 1875. With this third convention at Philadelphia, these combined efforts of publishers and booksellers to render bookselling remunerative altogether ceased.

Not long after, these conditions, as might be expected, were much accentuated by the advent of department stores. In these stores the more popular books were sold with little attention to profits, for the sake of incidental advertising. This new factor doubtless augmented the sale of books for a time and thus added temporarily to the prosperity of the publishers, but it only increased the distress of the bookseller.

WANAMAKER STORE A PIONEER IN NET PRICES.

Let us record, however, that net prices were virtually established and maintained for six years in one store long before booksellers in general made any attempt to bring pressure on publishers to put this reform into effect. In the year 1881 the Wanamaker book department in Philadelphia, in all book advertisements and catalogues, in its monthly periodical Book News, in fact, in all quotations made in the sale of books, discontinued comparison or reference to the list prices of the publishers and thus gradually established, in the minds of the book-buying public of Philadelphia, that confidence in Wanamaker prices, which was one of the main factors in building up, in less than ten years, the largest retail book business in the world.

NET PRICES GENERALLY ESTABLISHED, 1900.

It was not until the year 1900 that booksellers waked up to the fact that they had to act for themselves. A proposal for the establishment of net prices at retail was vigorously agitated and revived long deferred hopes of effective relief. A committee of booksellers called on the principal publishers of New York and urged the establishment of net retail prices. This was shortly followed by meetings of publishers and the formation of the American Publishers' Association. Before the year was out, net prices were made on many new books, but fiction and children's books were left as before. Slowly and timidly did the publishers proceed with the reform urged by the booksellers. Now-at lastthe day has come when all booksellers and almost all publishers are convinced that net prices are the only rational prices for retail

What is the lesson to be drawn? It is this:
Only by the initiative action of the booksellers, and the influence which the booksellers
unitedly shall exert on publishers, can any

substantial progress be made in securing reforms in retail trade.

One of the most potent factors in trade improvement would be the formation not only of local associations of booksellers in the larger cities, but also the formation of associations, each including dealers of several of the smaller municipalities, each within a feasible radius, and each meeting in one or another of the centers of population within its respective boundaries. The short distances between the smaller cities in the Eastern part of our country would render such gatherings a simple matter. There should be a Hudson Valley association meeting at Albany, a Connecticut Valley association meeting at Hartford or Springfield, a Rhode Island association meeting at Providence, a Michigan association meeting at Detroit, an Iowa association, a Texas association, and so on until the country would be covered. Such associations, coming together for a few hours frequently during the year would, I believe, produce such results as would extend the good effects already secured by the few existing associations of some of the larger cities, and, by annual reports brought by delegates to this as the parent association, would substantially increase its influence with publishers.

NET PRICE SYSTEM MUST BE MADE MORE SECURE.

The net price system, as the most important factor in the present improved conditions, must be made more secure. We must take systematic steps to induce publishers to exercise greater care in soliciting and accepting orders, to the end that notorious violators of arrangements essential to trade welfare shall find increasing difficulty in carrying on their ruinous practices—practices now confined to a few, but which, if not repressed, may so spread as to jeopardize the progress already made in rendering retail bookselling a remunerative business.

The established custom of reprinting the most successful books of fiction in popular priced editions has resulted in recognition by many publishers of the propriety and necessity of a gratuitous allowance to the dealer of such additional copies of the original editions as will enable him to market his stock on hand at the same price that he would sell the reprint. We should induce all the publishers to adopt this method, the equity of which is obvious. But such recognition of their obligations by publishers should be much further extended. What other article of merchandise affords the buyer such inade-quate means of determining its intrinsic value as the new book? The tea-merchant determines the grade of tea by taste; the dealer in butter has his probe and the test of smell as well as taste; the carpet buyer counts the threads and, by unravelling them, finds out whether they are made of cotton, wool or shoddy; and so on through the various articles of merchandise, there are easy means of test-

ing their qualities from samples. While the bookseller may easily judge of the constituent parts of the book, these materials form only a minor portion of what he has to pay for when he buys a new publication. The author's name, the publisher's reputation, the brief recital of the biased salesman-these all afford some help; but the essential matter, the text, can be appraised by the reader only and, obviously, it is out of the question for the bookseller to read all the books he is asked to buy. It is often said, the bookseller reads only the backs of books and, as to new books. the satire is actually the truth, with an occasional exception. We all recognize the fact that the constant stream of new publications renders it impossible for the bookseller to determine, with any degree of certainty, the merits and selling qualities of the majority of the books which he is expected to add to his stock. The publisher is the only one who is in a position to pass on the new book, for he alone has read it; he and he only is the judge. Therefore, new books should, in some form, be so guaranteed that the trustful bookseller would not suffer the major loss when the publisher makes a mistake, or is found to have been over sanguine as to the possibility of sale. A more or less limited guaranty, applied to new books for one year from publication, seems to me the most important desideratum of those still needed to establish the honorable trade of bookselling on a remunerative basis.

"RETURN PRIVILEGE," UNDER CERTAIN CON-DITIONS, DESIRABLE.

What form shall this guarantee take? Any of several forms. Permit me to suggest one that would relieve the bookseller and only slightly affect existing methods and arrangements. Let the bookseller have the privilege of return to the publisher or jobber of any copies of his initial purchase of a new book that he may have on hand after a period of one year from publication and receive a credit equal to 90% of the price he had paid for it. Thus a book published at \$1.35 net, for which the retail dealer has paid, say 90 cents, would, if returned by him within one year, be credited to his account at 81 cents. The bookseller to his account at 81 cents. would surely be glad to take advantage of such an opportunity to dispose, at slight loss, of books that have not fulfilled his hopes and those of the publisher. The publisher would eventually sell the returned book for a small sum which, added to the difference between the original price and the sum credited would at least cover the cost of paper, print and binding. Contracts with authors would eliminate royalties on books so returned. Thus the publisher's actual loss would be minimized.

Do not, however, suppose that in transferring almost all of the burden of new-book risk to the publisher, he is not to be compensated for assuming it. Both publisher and bookseller must be properly remunerated, not only for their labors, but also for all direct

and incidental expenses that are incurred by them as makers and purveyors for the public. Otherwise the business could never be vigorous and healthy. It follows as a matter of course that the price of the book should be such as will amply cover all the factors of expense. By the exercise of reasonable caution on the part of seller and buyer an additional wholesale charge of not more than 4% would be quite sufficient to recompense the publisher for the loss incurred by returns effected under the plan here outlined. This rate of 4% has been determined by experiments covering a period of several years. Of course, the retail price would be correspondingly advanced.

"RETURN PRIVILEGE" WOULD BRING PROS-PERITY TO BOOKSELLER AND PUBLISHER ALIKE.

The establishment of the arrangement would be gradual. With it would come a revival of bookselling interest such as has never before occurred. The bookseller would add to his stock many new books of various classes now inadequately represented. New bookstores would be opened in communities now without any, and well-deserved prosperity would come to the many booksellers who are still striving to make both ends meet. The publisher's salesmen would call on cheerful customers, relieved of unsalable publications, and ready to embark in new ventures. The business of making and selling books would grow apace.

Another advantage, to which I can here only allude, would surely accrue—an advantage of no little consequence:—we should soon find a marked curtailment in the number of more or less worthless books such as are now foisted on the market by adventurers who are gambling in the publishing field at the expense of the bookseller and his customers. Many of the public who preferably turn to reading for amusement and solace are driven by repeated disappointments, produced by this sort of publications, to look outside the bookstore for means of diversion and refreshment.

The variety of topics which I have brought to your attention may seem to be somewhat unrelated, but, from the first word of this brief paper-while giving you reminiscences of the Niagara Falls convention; while reco-ommending the formation of local associations; while urging measures to make the net price system more secure; while asking for allowances on all books that are issued in popular reprints; while proposing a guarantee covering new books-I have kept constantly in mind certain relations that all these matters bear to another matter of supreme importance-and that is, the present necessity of taking some definite steps to secure a firm and profitable basis upon which publishers and booksellers may hereafter operate with the greatest possible efficiency. Such a basis is required by every sort of business-the book business has never had it.

BOARD OF TRADE FOR CONFERENCE BETWEEN BOOKSELLERS AND PUBLISHERS NEEDED.

The publishers are your natural allies, but their immediate interests are by no means always identical with yours; in fact, they sometimes conflict. Therefore, it is imperative that we booksellers, through our representatives, should frequently confer with the publishers through their representatives, on questions of present interest and also on all the important questions arising from time to time which affect the publisher, the bookseller, and the

book-buyer.

If what I have said commends itself to your judgment, the time to act is now. Instruct your executive committee to ask the American Publishers' Association (and ask in no uncertain terms, to create a permanent committee, or Board of Trade, to meet from time to time with a Board of Trade created by this association to consider and decide essential matters of policy and practice. Thus may be secured the basis of an effective concert of action grounded on comprehensive regard for both the separate and collective interests of publishers and booksellers, and of the great public whom they serve.

[Continued applause.]

THE PRESIDENT: I think we will all agree that Mr. Arnold has brought forward some new ideas. I call on Mr. Chas. E. Butler to give us any comments he may have on this paper.

REMARKS BY MR. CHARLES E. BUTLER.

Mr. President, Ladies and Gentlemen:

A certain gentleman from Philadelphia wrote me a letter and ordered me to read and answer Mr. Arnold's able paper. He further stated that I would have five minutes to do it in and two more minutes added if I was doing well. Hence I did not prepare an elaborate reply. Referring to Mr. Arnold's paper, his suggestions as to "Local Associations of Booksellers," I fully agree in. Strange to say, in July, 1910, I planned out and wrote to our president, Walter L. Butler, a pretty complete scheme to cover every section of the country with booksellers' associations. But we have been too busy to attend to this.

I endorse the idea that publishers should take systematic steps in restraint of soliciting orders from notorious violators of trade arrangements. The gratuitous allowance to the dealer of such additional copies of books reprinted to offset loss in reprint I agree to.

Books guaranteed with privilege of return is a pretty big question and decidedly a step forward. Just how this will appeal to the publishers it is hard to say. The buying of new books is a very, very serious problem. It would seem as if some safeguard, some protection is necessary. I do not believe that the representatives of the publishers, willingly and knowingly urge booksellers to buy books if they did not feel they could be sold. They are likely to err, as publisher and bookseller alike. In spite of all precaution there

will be leftovers. Will the return principle solve the problem? Mr. Arnold figures as follows. Suppose out of 10,000 books purchased 80 are returned at the end of the year. This would be about 8 per cent., which has been proved as about correct by several years' practical experience in working out this scheme. With some few publishers 8 per cent is a small amount to return, leaving 92 per cent.

kept or sold.

The publisher is compensated in this way to some extent. He having sold the bookseller, say, at 90 cents per copy, he credits the return at 81 cents per copy, thus making .09 cent on each copy returned. In addition, he increases the cost of the returns to the bookseller by a charge of 4 per cent. on 90 cents, or $3\frac{1}{2}$ cents, getting from this transaction $12\frac{1}{2}$ cents per copy. He also slightly increases his retail price, say .05 cents. This is a question that will require the most careful consideration and scientific figuring. It might work out in the curtailment of publications by irresponsible parties.

The Board of Trade idea I am heartily in favor of. I am sure the publishers will welcome this, for such a board would consider and digest every possible phase of the various situations, and make recommendations for their cure. It will be the beginning of a national organization, doing away eventually with the American Publishers' Association and the American Booksellers Association, and united, as it ought to be, under one name, as the Book Trade Association of America, for in-

stance, we should be as one.

MR. BRENTANO: Mr. Chairman, I think Mr. Arnold's paper is unfair to the publisher in one point. It practically provides that every bookseller do his business on the publisher's capital for one year, and if so, that year would be perpetual. That is what is done in Germany and in France to a very large extent for two or three centuries-but they have two They have a cash price and they have prices. what they call a "consignment price." do refund on the return of goods which are not sold on a plan somewhat like that Mr. Arnold advocates. The thing to remember is this, that books can be made in both France and Germany in editions at prices much less than is the case with us; and that their dis-tributing machinery has been established for years. There this consignment plan has been found workable; but even with the advantages stated it is the most difficult thing in the world to maintain prices to the degree that would follow as a necessity in Mr. Arnold's paper. I think that it is, in part, a very excellent idea to restore the great distributing method of bookselling throughout the country. I see no other way in which it can come to us except by some concerted action of the publishers, either by inaugurating their own stores or by maintaining a system of store distribu-tion through printing larger editions and having them freely offered throughout the country. It will not always, however, result necessarily in price maintenance, and be done here quite as economically as has been figured out through the short experience that we have

had in this country. [Applause.]

THE PRESIDENT: Mr. E. Briggs has some comments on Mr. Arnold's paper.

REMARKS BY MR. BRIGGS.

As one of the publishing fraternity I am bound to say that I have listened with rapt attention to the very remarkable paper by my Ancient and Honorable friend Mr. Arnold. which has been so eloquently seconded by my equally Ancient and Honorable friend Mr. Butler. I may be pardoned if I venture to suggest that these gentlemen might properly be called the Arnold-Butler Compatriots, or, contracted, the A. B. C.'s. To inject a less ancient and most dishonorable Barabbas into this Alphabetical Book Company it seems to me will dam the flow of these forward steps. How much more majestic would the sweep have been if, after Arnold and Butler, we had heard from Clark and Dearing, and Eichelberger and Foote, and Grant and Herr, and words without end to the finis of the Ancient and Honorable catalogue.

Mr. Shoemaker, chairman of your committee, however, stuck to the last and would have none of these words without end, but de-manded blood without let or hindrance, and, finding none more fit to take "The Wings of the Morning" and cross "The Great Divide," your august body is to be permitted this May afternoon to listen to my thirteen-minute swan

song.

Obviously, I am not expected in this very limited time to comprehensively discuss this exhaustive paper. A swift exodus to Barabbas the publisher is perhaps the acme of kindness, and should be appreciated. I will therefore confine my few feeble flutterings to Mr. Arnold's pièce de résistance, which might be called "The Booksellers' 90 Per Cent. Referendum Credit," or "The Publishers' 10 Per Cent. Recall Debit." Please observe the ratio -nine to one. This is somewhat more favor-able than the Commoner's sixteen-to-one cry of a few years ago, now happily but a forgotten dream. Who will venture to prophesy that the present cry will not have an equally happy oblivion? It has come to pass that others than our young men shall dream dreams.

It might not be without interest to observe that the professor of political economy in Yale only last week, lecturing before his class. said that he thought that after the people had perceived that the referendum puts an instrument in the hands of a comparatively few cranks and enthusiasts to compel the people constantly to be voting on issues in which only the enthusiasts were interested, the referendum would fall of its own weight and be

abolished.

This latest A. B. C. Referendum Reform will doubtless find the most cordial support not only from the bookseller, but from the paper, printing, book binding trades, et al. It is to be considered whether such forward and far-reaching steps will not finally come to the attention of those interested in the conservation of our forests—for should this referendum recall obtain it bids fair to demand a denuding of our forestry to assuage

the mills of the gods.

Our great railroad systems and the express companies will be able to declare double dividends, for will they not carry this product of wood pulp from publishers to booksellers, but also the referendum from bookseller to publisher?

Mr. Voluble Salesman will be tempted to carry this A. B. C. reform far beyond the dreams of avarice. His ambition to swell his orders and beat all records will be all-sufficient excuse for persuading Mr. Easy Mark Buyer to permit him to send Mr. Complacent Bookseller 100 copies of each of his big fall leaders. Of last year's leaders this same account had bought and sold from 10 to 25 copies of each, but Barabbas the publisher is now obliged to accept the referendum recall. Result: Mr. Bookseller takes 10 per cent. risk; Mr. Publisher takes 90 per cent. risk; Mr. Salesman gets 100 per cent. credit, terms C. O. D. If on commission there is no recall on Mr. Salesman, even should the full 90 per cent. of his leaders finally wend their weary way back home.

Mr. Ananias Publicity Man will not fail to boom his department by reporting the printings of edition after edition in order to supply the unprecedented demand. Mr. Avaricious Author, with ear ever close to the ground, will welcome this beneficent boon, for will he not obtain even larger and more munificent advance royalties on the most liberal terms because of these futurist hot air dreams of

castles in the air?

RETURN OF UNSOLD STOCK WOULD BE UNFAIR TO PUBLISHER.

Lo, the poor publisher—for, like the Indian, apparently he is no good until dead—lo, the poor publisher, limited, is asked to await the expiration of the unlucky thirteenth lunar month before the bookseller, unlimited, seeks the assistance of the aforesaid common carriers to return his referendums to the bottomless pit of the publisher's establishment, he to credit the bookseller 90 per cent. of the orig-

inal charge.

This state of affairs if carried to its logical conclusion will produce many a passport to the Publishers' Paradise Lost. But if our Ancient and Honorable Compatriots will advise ways and means whereby the publisher can have an equally effective referendum and recall on the paper mill and the printer and the book binder and the salesman and the railroad, and last but never least, the author, I am sure the A. B. Heavenly Twins will be accorded the office of joint Archangels of the Publishers' Paradise Regained.

But in these matter of fact, terra firma days the soulless corporation known as "The Old Waste Paper Trust" will allow only about a quarter of a cent per pound for inked paper which cost originally from four to five cents. Better had the ink remained undistributed than to have despoiled so much good white paper! The printer and the binder are each

of them up against unions of the most drastic order, and to seek redress in these directions would be fruitless. The author, having long since spent his advance royalties in pursuit of local color for his next thriller, would laugh the publisher to scorn.

CONDITIONS IN UNITED STATES NOT LIKE GERMANY.

In a comparatively small country like Germany -smaller considerably than our one State of Texas-it may be reasonably possible for publishers and booksellers to co-operate on some such basis as our A. B. C.'s propose, but we are continental concerns, not provincial peddlers. Moreover, the paper-bound book, untrimmed, is the ruling passion in Germany. Such books are easily recovered and made as good as new. Take a cloth book consignment
—now grown to not less than 1,000 each of Mr. Voluble Salesman's leaders—and journey with it the 3,000 miles from the Atlantic to the Pacific. There follow its distribution by the jobber to the various booksellers along the 1,500-mile fringe beyond the Rockies. after the appointed year round up all the referendum and shelf-worn derelicts and have the Pacific jobber reconsign these craft to the Atlantic dry dock of a thousand wrecks. the publisher receives 10 per cent. of his original charge of these relics of old decency he will thank God and take courage.

UNION OF BOOKSELLER AND PUBLISHER IN BOARD OF TRADE WOULD FOSTER MUTUAL INTERESTS.

Mr. Arnold's suggestion that a Board of Trade of Booksellers and Publishers be formed will, I am sure, meet with the hearty approval of all vitally concerned in our mutual interests. We must not forget that the present-day tendency is for the elimination of the middleman. The author and the public are the extremes that the middlemen-publisher and bookseller-have to cement together. If there is any disintegrating slack in our cement the big four—author, publisher, bookseller and the dear public-break company. This Board of Trade will succeed only as all its members are governed by the golden rule. We must not forget that we rise and fall together; that one class cannot be injured without the other suffering. I am sure that no one wants to suggest or endeavor to force through any radical measures which have not had fair discussion, and which do not meet with universal and unprejudiced approval. The action of the publishers in meeting the wishes of booksellers in the matter of the extension of the net protection to all classes of books and the substantial increase of discounts should be sufficient evidence of their good intentions and willingness to listen to every reasonable propo-The trade to-day can be said to be united in its efforts to conserve the book business as never before in its history. I believe that bookseller and publisher will continue to act together for their common good, and will draw more closely together in their pursuit of the elusive book buyer and his still more elusive dollar. To knit together and foster these mutual interests I can think of no wiser medium than the proposed Board of Trade.

At a church meeting recently the minister asked for "the board" to come up to the pulpit after the close of the services. A stranger in the back of the church, hearing the notice, came forward. The minister, recognizing this goat among his sheep, spoke to him and said that he had asked for a meeting of the board. "Well," said the stranger, "if anyone was more bored by your sermon than I, he can have my seat next Sunday." We shall all hope to have a membership in this Publishers' and Booksellers' Board of Trade, but let all the planks be smooth and sound and free from all borers.

Being a publisher of books more or less religious, I occasionally take a counter irritant and a look in on Life. One of Life's cartoons that I prize represents a celebrated bishop in his pulpit, vigorously pounding his desk and apparently speaking in no uncertain tones. Two little choir boys are all the visible audience—the thronging congregation is left to your imagination. The title given this sermon in paper and ink is "Working to Beat Hell." I have here this look in on Life for those who care to look. It is deeply significant that the bishop is playing a lone hand. I submit that this cartoon be adopted as the trade-mark for the proposed Board of Trade. We each of us have to play our lone hand game and work out our own salvation-boards of trade may come and go, but individual work for individuals will go on forever.

IGreat applause.]
MR. CLARKE: Mr. President, I think there is a misapprehension between the optimistic Arnold and the pessimistic Briggs. Mr. Arnold certainly did say that 90 per cent. of 90 cents was 81 cents. He either meant 10 per cent. from 90, or if he meant 9 per cent. from 90 he meant 9 cents. I think we had better settle that point before it gets into print.

MR. ARNOLD: Perhaps I do not quite get the point. My idea was that if the book for which 90 cents had been paid in the usual month, two months, three months, or four months, or whatever it might be, was returned in the year at the desire of the dealer with a credit of 90 per cent. of its original cost, that credit would be 81 cents.

that credit would be 81 cents.

MR. HUTCHINSON: I think we all agree that the recommendation of Mr. Arnold should get before the convention this year. I move you that the Executive Committee take this under consideration and report here on Thursday on the feasibility of forming such a Board of Trade, and if they do deem it advisable that they nominate a list of members. I suggest that we might have nine members, three to be elected for one year, three for two years and three for three years, so that there will be always six old members on the board. I think this is one of the best things that has been brought up here. I can see a great deal of value in it. Of course we have had our Publishers' Committee and it has done a great deal of work and good work; but there is a certain work that this Board of Trade could do that this committee has not been able to do.

[The motion was duly seconded and unanimously carried.]

THE PRESIDENT: The matter is so referred to the Executive Committee. Are there any other remarks?

Mr. Conover: One point has been omitted. If we are to be successful in getting this referendum through for returning our unsold "plugs," then in turn our dear public, who have bought these same "plugs," will be so well educated to the referendum idea that they will want to have us take them back. [Laughter.]

THE PRESIDENT: Are there any other remarks? If not, we will pass to the next paper.
Our good friend and worthy vice-president,
Mr. Schenck, of Johnson's book store, Springfield, Mass., has an interesting paper on "OverProduction: A Menace to the Book Trade,"

OVER-PRODUCTION: A MENACE TO THE BOOK TRADE.

which he will now read.

By V. M. Schenck, of Johnson's Bookstore, Springfield, Mass.

Four factors constitute the book trade of the world, the author, the publisher, the book-seller, and the book buying public. Each one of them is an important element in his particular field and to each comes a temptation to consider his own function the one of most import. Surely, inquires the author, whence books, if not for my handiwork? Whence successful authors, queries the publisher, if not for my efficient publicity? The bookseller in turn, holding the most important approach to the bookbuying public, might insist with reason that upon his whim rested the success or failure of the whole book trade.

It is only as we arrive at a recognition of this interdependence, that the book trade as a whole will come into its own. The intricacies of trade, the problem of cause and effect, have little interest for the author or bookbuyer—the author is satisfied so long as his royalty checks come regularly—the bookbuying public are contented provided there is always "something new" worth while, and they have the price. But to the publisher and bookseller whose investment of time, energy, and money, is considerable, and whose very existence is dependent upon the state of trade, any condition which has a bearing pro or con is of utmost importance.

It was through the conviction of a few, and a prolonged and persistent campaign of education, that all have come to recognize the vital importance of fixed prices and a reasonable discount. And now, just as we are beginning to enjoy the tangible results of reform, we discover another wolf on the

horizon whose threatening mien calls for

prompt and united action.

Hence the call of the Program Committee for this paper on "Overproduction."

OVERPRODUCTION OF NEW BOOKS PATENT TO BOOKSELLER.

That there is an overproduction of new books is patent to the bookseller who finds it practically impossible to give proper display or intelligent distribution to the books he has purchased, despite the fact that he has endeavored to buy with discretion, and with careful reference to his public. The multiplicity of books on topics of current interest which any live bookseller ought to have, in view of the publicity which publishers' advertising and book reviews are sure to give them, to say nothing of fiction and the multitude of publications on subjects which are quite sure to appeal to his contituency, make a proposition which is simply overwhelming. the publisher is equally cognizant of conditions, is evidenced by the excellent paper on "Fewer and Better Books," read in last year's convention by a representative of one of the larger publishing houses; in the expressions of Mr. Brett, of the Macmillan Company, in a recent number of the Atlantic, and by the frantic effort some of the publishers are making to cover their own overproduction by sending their travelers on frequent trips and showing but a few books at a time.

If further and more tangible proof is demanded, let us look at a few figures. In the year 1890 there were 4,559 books of all classes published, the population of the United States then being 62 million; ten years later, in 1900, the production of books advanced to 6,350, an increase of 29%, the gain in population being 22% plus, or 76 million. The next decade shows a most abnormal increase, the issue of books in the year 1910 being 13,470, an increase of 112% over 1900, while the population was but 22% larger or 93 million. The last two years show an apparent effort to cut down the production, the year 1911 showing 11,123 new books or a decrease from the preceding year of about 17% with an approximate increase in population of 2%. In 1912 the decrease continued, the number being 10,-903, or 2% less than in 1911, with an increase in population of about 2%.

BOOK PRODUCTION INCREASES OUT OF PROPOR-TION TO INCREASE OF POPULATION.

If it is fair to compare the production of books with the increase in population, and if the issue of books in 1900 was a proper adjustment, the normal production of books in 1910 would have been 7,620 instead of 13,470, an overproduction of 5,850, the normal production in 1911 would have been 7,772 instead of 11,123, an overproduction of 3,351; in 1902, the normal would have been 7,927 instead of 10,903, an overproduction of 2,976. These figures are based on the supposition that with the increased population there was a proportionate increase in the bookbuying public. This, however, is open to question, since we must take into consideration the fact that by far the larger portion of increase in population is made up of aliens from all parts of the world, who could not read English books if they would. Add to these the enor-mous patronage of the Circulating Library, the constantly increasing devotees of the automobile, and the vast increase in magazine readers, and we wonder whether after all the bookbuying public does actually increase with the population. In order to make sure of this phase of the matter I have called upon representative book stores for data showing the relation of retail book sales to the increase in population of the city in which the stores were located, and in only one instance did the increase of retail book sales compare favorably with increased population, and in this instance the statement was a guess not substantiated by figures. There is a vein of the serious in the jocular remarks of Leslie's Weekly on this topic?

"The book publishers have a serious complaint. They say that the people don't read books any more. Read books? Why should we? Haven't the people the one-cent yellow newspapers? Haven't thev the muckraking magazines for those who can afford to pay a nickel, a dime or a quarter? Why do we need books? Aren't we busy listening to the alluring voice of the demagog, the persuasive sophistries of the socialist, the loud call of the "reformers," and the insistent demand of the political walking delegate? Who has time to read books nowadays? Do our legislators read books? Have our editors any use for them? Can they teach our rulers in authority anything they didn't know before? Molders of public opinion may write books, but read them? Never! What use are books? Give us liberty or give us death. Books were made for other days when men thought and statesmen studied. They didn't know it all in those times. We do. Those were the foolish days when the venerable constitution was revered, the judiciary respected and conservatism was at a premium. All that is past. We know better what we want. This is a progressive age. Away with the constitution; recall the judges; exile the publisher; banish his books! Let the people rule! Everybody's doing it!"

Assuming that the above conclusions are correct, where shall we lay the responsibility for present conditions?

AUTHORS NOW NOT LOYAL TO PUBLISHERS.

Aside from the fact that all or most of the older publishing houses are constantly enlarging their lists, the situation has been fur-ther complicated by the advent of many new publishers whose books are by no means few in number. A new era has overtaken the profession of book making and the good oldfashioned ethics of the trade no longer hold. In the old days the author and his publisher were a loyal pair, the interests of the one were the concern of the other, and seldom, if ever, was the relationship, once established, broken. But to-day—how changed the situation—the average author, once his reputation as a writer is established, is seemingly possessed of little sense of appreciation and absolutely no feeling of loyalty to the publisher who was willing to gamble on the publication of his early productions. Furthermore, the high sense of honor which at one time made it technically wrong for one publisher to approach an author already attached, is now chiefly conspicuous through its absence in practice.

MENACE OF PUBLICATION OF INFERIOR BOOKS BY POPULAR AUTHORS.

This changed condition is, in all probability, chiefly responsible for the present overproduction. An author, flushed with the glory of a recent success, submits a manuscript to his publisher, who for good and sufficient reasons, possibly its lack of merit; declines to accept it; whereupon the author, conscious of his power, threatens to turn to a rival publisher, with the result that in sheer desperation the book is published and exploited by the publisher of a previous success, and the bookseller becomes the goat in the transaction.

Or perchance the publisher has moral courage sufficient to stand his ground, the author turns to the rival house who receives him with open arms, pays him a fat royalty, and exploits an inferior book with the same ulti-mate result, the bookseller pays the bills. The mate result, the bookseller pays the bills. publishers must hold themselves for such a situation, since there must be some ground for the current statement, that an author who has once "made good" is fairly besieged by publishers who are willing to pay exorbitant advance royalties for anything the author is willing to submit, written or unwritten, simply to secure his or her name on their list. That the sum involved puts the transaction beyond all hope of momentary profit to the publisher, seems to have no influence in the

"NURSING" POSSIBLE
AUTHORS AT THE BOOKSELLERS EXPENSE.

Or it may be a new author presents himself with a manuscript that possesses no real merit, so far as the publisher can discern, yet the fellow himself has some of the earmarks of genius, and it seems wise to tie him to the house. The way out is simple. Mr. Publisher sits at his desk and by careful allotment figures that he can plant a certain edition of the book among his constituency; Jones will take so many, Smith is good for so many, and so on down the ledger. The book is published, with profit to the author, without loss to the publisher, and "planted" with the bookseller beyond hope of resurrection, except possibly at the "great clearance sale" a few years hence, when some unlucky customer may get a 25-cent bargain "marked down from \$1.25."

It is not within the province, nor is it the

purpose of this paper, to make assertions unjust to author or publisher or to attribute motives to either which have no foundation in fact, but it is our honest wish to discover, if possible, some of the causes which contribute to overproduction and to suggest remedies which might be applied with good effect.

SOME GOOD RESOLUTIONS FOR PUBLISHERS.

The representative American publisher unquestionably has the best interests of the trade at heart, and present conditions are the result of an unconscious drift which is now as apparent to him as to the bookseller. The solution of the whole matter lies in his hands and to him we must look for immediate relief.

Let him first of all accept as an established fact that he who steals an author who belongs to a fellow publisher "steals trash," since seldom does such a change result in ultimate profit to author, publisher, or bookseller.

Let him resolve that under no circumstances will he offer, or be tempted to offer, bribes of any sort to induce the transfer of an author to his lists from the list of another.

Let him realize that his imprint is his best asset, and insist that merit and merit alone will secure the issue of a manuscript bearing that imprint.

Under no circumstances must he permit fancied obligation to an author, or desire to make a "show list," induce him to publish a book which is not a credit to his house, a satisfaction to the bookseller, and a delight to the bookbuyer.

If, in order to encourage a new author who gives evidence of genius, it seems wise to publish a first book of questioned merit, it becomes the duty of the publisher, in justice to himself, to the bookseller, and to the public, to let the facts be known, and in order that the "gamble" may be his alone, send all such books on consignment.

And finally, the publisher can relieve conditions by declining to publish books for which there is no real demand, but for which he must create a market. A History of the Chinese Revolution, or of the Balkan War has absolutely no place in book form while the revolution is in progress or the war still on. Biographies or Autobiographies which might make a permanent addition to real literature, in reasonable form, are too often strung out in a series of wearisome volumes which simply glut the market and disgust the bookbuying public.

These are a few of the ways in which a publisher might work toward a much needed reform.

AND WHAT THE BOOKSELLER MUST DO.

But suppose the publisher declines to face the facts, disclaims responsibility, and refuses to work toward reform—then what? It is up to us, gentlemen, members of the American Booksellers' Association, to meet the issue, adopt a policy and adhere to it without fear or favor until the end is accomplished.

First of all, we must learn to place a proper valuation upon the time, energy and display required to properly market a book—then if through the recommendation of a publisher, or his representative, we purchase a book which proves of inferior quality, we will hold the publisher responsible and insist on his making a proper adjustment of the loss entailed. This is a reasonable proposition, since the publisher has every opportunity to weigh the merits of a manuscript before investing one penny, and the bookseller who rests on this judgment is justified in holding the publisher responsible.

It is the bookseller's duty to discourage the practice of authors who reach for the "high dollar" without regard for moral obligation to the house which originally risked the issue of their early books and established their reputation. Wherever such practice is apparent, we should decline to purchase altogether or, if necessary, purchase only a small quantity, refuse to display or exploit in any way.

Under no circumstances should a bookseller allow himself to be persuaded to buy any quantity of a book by a new author, until the book has proven its selling quality; if the publisher is confident of the book's quality he will not hesitate to send any reasonable quantity subject to return privilege.

Discourage, by declining to purchase, any books on any topic for which there is no apparent warrant except the hope in the publisher's heart that its worthlessness will go undiscovered by the bookseller, and an edition be marketed with profit.

ELIMINATE ALL PUBLISHERS WHO SELL DIRECT.

And, finally, whenever any publishing house seeks relief from its own overproduction, by trying for business direct from the bookbuying public, whether through periodical advertising or direct solicitation by circular, CUT THAT LINE DEAD. There is no line so important that you cannot practically eliminate it from your stock, by buying the few items called for from your jobber and declining to display under any circumstances. The publisher who sells you his line, and whom you represent to the limit of your ability, has no right to appear in your community as your competitor.

This then, is a brief outline of the great problem which confronts us—to analyze its intricate phases would demand a greater ability than that possessed by the writer, yet he hopes that this brief statement will serve as a warning note which will result in an honest effort, on the part of those who have it in their power to bring about a reformation.

Please let it be understood that nothing which has been said in this paper is prompted by a spirit of antagonism—there is no room in the book trade for aught but the heartiest co-operation between the publisher and the bookseller toward the attainment of one great purpose—the ultimate and lasting prosperity of the profession of books.

[Applause.]

THE PRESIDENT: I am going to ask Mr. Fifield to give us a resumé of this paper as he has prepared it.

REMARKS BY MR. FIFIELD.

One of the worst results of over-production in books is the confusion of the buyer, whether he be the retail bookseller or his customer. It makes selection difficult to either. One representative of a New York publishing house appeared in February with twenty-two new titles of fiction and these were, almost without exception, by well-known and successful authors. And in April the same genial traveler appeared with a few more titles as an afterthought. Now this was only one of the long procession of the knights of the road.

If the bookseller is confused by the multiplicity of books presented to him, is it strange that his customers suffer from the same trouble? In fact, they find it extremely difficult to make selection, and in a majority of instances appeal to the bookseller to give them inside information as to what is good. Then if his recommendation proves to be unsatisfactory, through some such mistake as selecting a novel in which the hero and heroine were not happy ever afterwards, the customer loses confidence in the bookseller, and strongly suspects him of having succumbed to the temptation to get rid of one of a pile of some title on which he was badly

No dealer, even with the assistance of several capable clerks, can read more than a small fraction of the books he offers to his customers. Hence his safest course would seem to be to buy only the most promising of the many titles offered him and sell these in as large quantities as possible. We all know that we suffer great loss from the many little batches of books, especially novels, of which we buy a few without any knowledge of their contents or worth, and which when left on our hands are unsalable at any price.

RETURNING OVERSTOCK THE ONLY SOLUTION OF OVERPRODUCTION.

This suggests the problem of getting rid of overstock. Mr. Schenck has proposed the only practical way of doing this, and that is by exchange with the publisher for salable stock. The publishers may very plausibly contend that this is "the limit"—to ask them to take back goods with which they are already overloaded. But that it is not beyond reason is proved by the fact that several publishers—not the smallest, either—are doing this very thing, the only condition being—and it is a most reasonable one—that the bookseller shall certify that he has given this stock proper display and attention and made genuine effort to promote its sale.

Various outlets have been suggested for overstock, but they are delusions. Jobbers invite us to send lists of such stock, but they rarely take up 5 per cent. of such offers.

Not every publisher will acknowledge that he is overproducing, but he will agree with us that all the publishers together are vastly overdoing it.

Sometimes, especially as the merry holiday season approaches, some of us wish we could hold our trade by assuring them that they would find in our stores the publications of the largest and best known publishers only, to the number of a dozen, more or less, according to the size of our business, and that we would take orders for the books of any publisher on earth. But that is hardly feasible, as most of our customers don't care who publishes the books they want, and it is also true that the largest and best known publishers have been known to occasionally put out awful "plugs" in fearful quantities.

OVERPRODUCTION AND OVERSTOCK NOT SYNONYMOUS.

Overproduction and overstock are not necessarily synonymous. A publisher may produce and sell to the trade good books in reasonable quantities, and they may seem an overproduction because the bookseller fails to find a sufficient market. As Mr. Brett pointed out in his notable paper in the Atlantic Monthly, it is true that in spite of the fact that books are advertised most liberally and attractively, and the publishers furnish us with tons of circulars for distribution, we succeed in reaching and attracting only a fraction of possible book buyers. This is due in great measure to the difficulty of securing and paying competent clerks.

The amount of satisfaction the average clerk in a small book store can give a customer who seeks assurance as to the quality of a book reminds me of an incident that happened in a school of which I was principal. Miss A and Miss B, two primary teachers, had rooms across the corridor from each other. One afternoon two five-year-olds, Tommy and Nelly, in Miss A's room, misbehaved most conspicuously for the whole session. Miss A kept them after school and went across the hall to tell Miss B she could not go up street with her at 4 o'clock. At that moment a suspicious sound was heard from Miss A's room, and Miss A stepped back into the room, looked at the culprits and inquired, "Tommy, did you kiss Nelly?" "Yes," admitted Tommy. "What did you do that for?" inquired Miss A. "Because," said Tommy, after a little hesitation, "she is good." This is about the sum and substance of many of our recommendations of books.

You can't always tell from the looks of a customer what he or she will take of your overstock. We once had a clerk who made a bet with another that he could, on a certain Saturday afternoon and evening, guess correctly nine times out of ten what kind of a book each of his customers would call for.

A "colored lady" came in and the clerk was ready for her with the latest style in dream books; a solemn man with a white necktie appeared and surprised (?) our clerk in the act of reading the "Life of St. Paul"; a fashionably dressed young woman was quickly provided with the latest "best seller," and

One of our customers has a little granddaughter who lives in New York. The day before her arrival for a visit the grandmother came down and purchased \$5 worth of juvenile books with the stipulation that some of them might be exchanged. Next day the little girl appeared with her nurse to exchange three of the books. In place of one she said she would take a book of Bible stories. She was such a pretty little miss that I had given myself the pleasure of waiting on her. I handed down a copy of Foster's Story of the Bible. "Is Daniel in it?" inquired my customer. "Yes," I replied confidently, and opening the book the frontispiece, as much to my surprise as hers, proved to be an "authentic" picture of Daniel among some very tame looking lions. Later the little girl found a picture in an animal book of a lion who looked fierce enough to make mince meat of a Daniel or a "Teddy." "What lion is that?" she asked. "That," I replied, "is the lion that ate Daniel." She turned on me at once. "Daniel wasn't eaten by the lions," she exclaimed. "Didn't you know that?" But I fear I have digressed from my subject. My excuse is overproduction suggested overstock; and all stock that you have bought and paid for and not yet sold is overstock.

OVERSTOCK OFTEN DUE TO INEFFICIENT CLERKS.

Every buyer has had the exasperating experience of having left on his hands quantities of books which he knows perfectly well would have been sold by good clerks of that degree of intelligence and energy that are particularly and peculiarly required in a book store as compared with a candy store. We may read papers from now until the next annual banquet, but we know in our hearts that publishers will increase in number and produce more and more books from year to year. We shall have to make a selection of their wares, if not of themselves; and, above all things, we will have to sell greater quantities of the best books. Unless we can do this we shall have to sell wall paper, jewelry, hardware and gim-cracks to keep our children in shoes and our automobiles in tires, which, to most of us, who had rather sell books than anything else in the vast possibilities of trade, would not be entirely a pleasing prospect.

One bad result of having such a flood of new fiction is that we do not have time to exploit one lot of novels, or a new work on Panama, before another lot arrives and demands our immediate attention.

To this fault I attribute the comparatively small sales of such exceptionally good novels as "Fishers of Men," by Crockett; "The Lame Englishman," by Deeping; "Kilo," by Butler; "Boss of Little Arcady," by Wilson; "Let the Roof Fall In," by Frank Danby; "The Legacy," by Mrs. Watts; "Mr. Polly," by Wells, and scores of others.

Another feature of overproduction is putting out books of unknown or second rate authors at the same price as the works of those whose names are favorably known to the great majority of readers. We are per-

those whose names are favorably known to the great majority of readers. We are perfectly well aware that publishers accept only a small fraction of the loads of manuscript that are offered them, and that many books are published at the expense of the authors. Yet we can never cease to wonder how any one could be induced to waste good paper, binding and other materials on half the novels that are published. Such books are a real harm to the trade because they dissipate buyers' money and leave just so much less to be expended on books that are really worth while, They put customers in the same position as small boys who have saved up a certain sum for circus day, but who are so sorely tempted by the pink lemonade, the half roasted peanuts and the side shows that they find themselves considerably short of the price of admission to the "great moral and instructive show" on which they came intent.

SERIAL PUBLICATION OF STORY HARMS SALE AS BOOK.

Another habit or custom is properly, although not generally, to be classified as over-production, and that is selling stories to periodicals, to be published as serials before being put out in book form. The larger the circulation of the periodical the greater the harm done to the sale of the story as a book. Such books are really reprints and should be offered to the trade at most liberal discounts, with protection on remainders, and

sold to the public at a price considerably below \$1.35.

Of course we are all looking for books that will sell themselves, like Bibles, International Dictionary, Auto Blue Books, Everyman's Library, "Lorna Doone," "The Rosary," "The Promised Land," "Peter Rabbit Series," "Little Women," etc., but we can hope for only occasional additions to this list, and if we had too many the business of bookselling would become much less interesting and possibly eventually be done by vending machines, with slots for 50-cent, \$1, \$1.35 and other priced books. No, we have not lost our spirit and are still willing to gamble if the chances of breaking even are pretty sure and the possibilities of making real money are not too remote.

THE PRESIDENT: Are there any other remarks on Mr. Schenck's paper?

MR. CONOVER: It seems to me that by the papers that have been read this afternoon that any young man thinking of going into the book business would be discouraged. I will leave it to you if that is not so. I have been in the book business 34 years, lacking six weeks, and I have made money on it and raised a family. I don't want any young man to go away from this Convention feeling that he can't go into the book business and make money out of it. Bye and bye I can tell you a little about the way I did it. [Laughter and applause.]

THE PRESIDENT: If there are no other remarks we will proceed to the last paper of our afternoon program. It has been prepared by a gentleman who has come a long way to read it to us, Mr. Will D. Wilson, of the Lowman and Hanford Company, Seattle, Wash. His subject is "Book Conditions in the Northwest." [Prolonged applause.]

BOOK CONDITIONS IN THE PACIFIC NORTHWEST.

By WILL D. WILSON, of Lowman & Hanford Co., Seattle, Washington.

I DEEM it an honor to be called upon by the chairman of your Program Committee to make a few remarks to my fellow-craftsmen here assembled from the four quarters of the United States.

We are told in the Good Book that the Wise Men came out of the East; I am, therefore, in the beginning, somewhat at a disadvantage as I come out of the West. The natural inference is evident. So, should by any happy accident, a few words of wisdom creep into my discourse, I trust that you will give due regard to my geographical environment inasmuch as I do not hail from the "wise" quarter of the compass.

Gentlemen, I have followed the profession of bookselling on the Pacific Coast for the past twenty-six years, for nearly twenty-three of which it has been my good fortune to be connected with the Lowman & Hanford Company, of Seattle, Washington. Seattle, "the Seaport of Success," is situated on the evergreen shores of that marvelous inland sea,

Puget Sound, surrounded by snow-capped mountains—Seattle, the healthiest city on this continent, whose people have recently appropriated upwards of six million dollars for the purpose of building docks and warehouses in order that they may adequately care for the great increase in shipping they so confidently anticipate subsequent to the opening of the Panama Canal, which will lessen the distance from New York to Seattle by the all-water route, very nearly eight thousand miles.

But gentlemen, although I am a Seattle booster, I did not come here to tell you of the beauties and advantages of my home city. That, as Kipling says, "is another story" and a story that would in all probability take the whole three days allotted to this convention, in the telling.

The subject originally allotted to me by the genial chairman of your Program Committee, was "Book Conditions in the West." I felt but poorly equipped to do proper justice to a subject of such extremely wide range and I said if you will permit me, I will confine my remarks more particularly to "Book Conditions in the Northwest." I feel I shall be much more "at home," so to speak, by placing this limit on my remarks.

In taking up the consideration of conditions in the Northwest, I believe it will prove sufficiently comprehensive if I confine my attention to the three leading cities of that section, viz.: Spokane and Seattle in the State of Washington, and the city of Portland in Oregon. By a short review of conditions in these three largest cities and their tributary territory, I shall endeavor to put before you conditions as they exist to-day.

It may be remarked that my omission to mention the city of Tacoma is an oversight on my part. Not so, however, for Tacoma is geographically so adjacent to Seattle that it might almost be considered as a suburb and conditions prevailing in the two Puget Sound cities are practically identical. [Laughter.]

PORTLAND, ORE. REPORTS GOOD BUSINESS.

Portland, Oregon, reports (through The J. K. Gill Company, who have been established for forty-six years, and who employ over a hundred people) a steady and healthy growth and good, clean, non-price-cutting competition from the three department stores that maintain book departments. The Oregon Library Association has recently appropriated an annual sum of \$20,000 of the state's money to be expended for the purchase of library books for the schools of the state, each district receiving its pro rata according to population, thus giving the children in the remotest parts of the community a chance to read good books.

Oregon is tremendously alive to the importance of sex hygiene, the schools are teaching it, and the Legislature has just passed a measure appropriating \$20,000 for a Sex Hygiene Commission, which is to make a careful and scientific study of eugenics. An increased demand for books on religious subjects and the modern drama is reported, and while sales are keeping up to normal, the demand for new fiction is not as strong as formerly, as reprints are seriously affecting the sale of higher priced late fiction. The relations existing between the booksellers are harmonious and there is a genuine pull-together sentiment existing. This, I believe you will allow, is a somewhat satisfactory report of conditions in Oregon.

SPOKANE REPORTS "STEADY GROWTH."

A word from Spokane, the capital city of the Inland Empire and the home of the Big Red Apple. Mr. Heaton, of the John W. Graham Company, furnishes a few short notes as to conditions which are generally satisfactory. He reports Spokane as enjoying a steady and healthy growth in the book business. The local department stores are no more inclined to make "foolish" prices on books than on their other merchandise and a most friendly feeling exists between all

Spokane booksellers. The library business is becoming a great factor, and, in spite of the persistent and frantic efforts of the Eastern "price-killer," Spokane is getting her just share and is taking care of the major portion of this trade, in all the territory east of the Cascade Mountains. You will agree with me that this is generally optimistic.

NO PRICE CUTTERS; GOOD LIBRARY BUSINESS IN SEATTLE.

Now a word or two for Seattle (my home city). I am pleased to tell you that business is generally satisfactory and in spite of the two rather "lean" years just passed, we confidently look forward to the good times strongly evident in the universally optimistic feeling now prevailing.

Out of sheer modesty, I suppose I cannot say very much about my own house. Lowman & Hanford Company have been established about thirty years, and from very small beginnings have grown steadily until we now occupy three buildings and have about three hundred people on our payroll.

In regard to the book business I am pleased to tell you that there are no price-cutters in Seattle, either among the department stores or the regular booksellers, and that very friendly relations exist. Business is good, with every prospect of becoming better; and taking it all in all, we are inclined to be optimistic.

Our library business is showing a remarkable growth and general business, both wholesale and retail, has a healthy tone. We have a splendid free Public Library with nine branches and 180,000 volumes of well selected books, under the able direction of City Librarian Judson T. Jennings, ably assisted by Miss Helen Gracie, head of the order department.

We also are able to do considerable business with The Provincial Library at Victoria, British Columbia, a Government institution under the expert direction of Provincial Librarian E. P. Scholefield, who, incidentally, is one of the best posted men on early Pacific voyages and discovery, and general Northwestern Americana, in the country. This is a reference library of 300,000 volumes housed in a \$600,000 building and is well worthy a visit from any book man. This library expended \$10,000 last year on Northwestern and Pacific Coast Americana alone.

So much for general conditions as reported from different cities of the Northwest. I shall now trespass on your time a little longer and say a few words to you regarding matters which affect the booksellers of that community particularly and probably a few of you here present, generally.

NEW COMERS PATRONIZE EASTERN STORES.

A very large percentage of the people in the Northwest came there from elsewhere and it will be a generation or more before we will have, even in the larger cities, anything which remotely resembles the old, settled, stay-at-home sort of population found in

Valley. Most of the people upon whom we depend for our patronage, having thus come from these older States, have acquired certain fixed habits which they are more or less slow in discarding. Among these habits is that of "sending east" for whatever they can conveniently get through the mails. Thanks to the "net" bookselling system, now almost universally in vogue, we are gradually getting these people to acquire the habit of buying at home to a great extent, and there is gradually growing a better feeling between the Western bookseller and this class of customers, who are in reality the best book buyers.

Even a clergyman or a school teacher will, of late, risk being held up by us (after having tried McClurgs, Sears-Roebuck & Company and others, for their best quotations) on certain 50-cent net editions of former \$1.50 masterpieces of theology and pedagogy. The old bluff from the clergyman that "his publication society always gives him one-third off," and from the pedagog that "he always receives his teacher's discount" and "an extra desk copy on each introduction order," is fast falling into disuse. The publisher maintains his self-respect in publishing a book at 50 cents, cataloging it at half a dollar, and charging "four bits" and 12 cents extra by mail.

The bookseller can command the respect of his customer by charging him the same price for the same book everywhere in the country, and the customer retains his self-respect by buying whatever he can from his own fellow-townsman and neighbor.

In fact, the whole "bunch" is becoming more respectable as regards their business ethics.

The subject of unfair library competition and discounts to libraries will no doubt come before this convention, and the methods of certain "order grabbers" be fully discussed, yet there is the unforgettable fact before us that certain Eastern houses quote, for instance, such books as the Alcott Little Women Series at 86 cents, F. O. B. New York, and, at the same time charge their best wholesale trade 90 cents net for the same books. This does not appeal to us as an example of the "square deal."

Five cents on an eighty-one cent investment (exclusive of freight) is far too short a margin and has a decidedly demoralizing effect. In further explanation, I will say that in stating that 81 cents is the lowest price on these books to jobbers, I speak advisedly, for there is a certain Andrew D. Pierce, who visits us as the Commercial Ambassador of the Alcott Estate, who solemnly makes his oath that there is no better price, and, when Andrew makes an oath of this sort, coupled with certain physical demonstrations of which he is eminently capable, we little booksellers of the Northwest would rather contemplate doubting the "Book of Eddy" than the verity of the aforesaid oath.

PREIGHT RATES HANDICAP NORTHWEST.

We, of the northwest, are heavily handicapped in the matter of freight rates, a condition which does not materially affect our brother booksellers of the Eastern and Middle Western States.

We have an all-rail rate of \$2.00 per 100 pounds, with a minimum of \$3.20. This does not sound large to a number of you gentlemen, yet, when I tell you that we cannot lay down reprints by the all-rail route at less than \$3.85 per 100 each, you must agree with me that it is a considerable factor in the cost of doing business.

of doing business.

True, we have the water route, via the Isthmus of Tehuantepec at a very much lower rate, but we can only ship such goods as are not wanted for immediate use by this route, as it consumes from forty-five to sixty days in transit.

It is also difficult to arrange the "splitting" of shipments with any degree of accuracy. For instance, we buy from the representative of a New York publisher, say 2,500 copies of a new novel. Our usual course is to order 1,000 by rail and 1,500 by water. The probabilities are that the 1,000 copies ordered by rail will all be sold before the arrival of the balance of the order by water, and there will be an hiatus of two, of probably three weeks, during which period we are losing business on this particular book.

LARGE STOCK NECESSARY IN NORTHWEST.

Then again, our great distance from the source of supply renders it necessary that we carry much larger stocks than those who are situated in closer proximity, for, if we sell completely out of a popular title (as it will sometimes happen) it is, at best, a month before that title is again on our shelves.

Another matter, gentlemen, that impresses me as a peculiarly unjust condition, a matter I believe our convention should take up and discuss: we buy, for instance, 1,000 copies of a new novel, say at 79 cents net. We sell out, say in three or four months from the date of its arrival; we desire to stock the book again, but, with the menace of a rebound edition at a not very distant date, we feel that we cannot order another 1,000, so we send in an order for 250, together with a polite request that they be billed at the same price as our thousand order. Do we get it? No! We are immediately charged from three to five cents a copy more, as the case may be, as a reward for our industry in getting behind this book and boosting the sales of 1,000 copies.

This, gentlemen, in my humble opinion, is manifestly unjust and I call upon all of you to aid all booksellers in procuring more equitable arrangements.

NEWSPAPERS OF NORTHWEST NOT "BOOSTING"
BOOK TRADE.

There is in the Northwest a certain newspaper association, composed of men who practically control the policy of the newspapers

who do the most advertising. With very few exceptions these papers refuse to carry editorial space devoted to the review of new books or current literature, because forsooth, they might inadvertently say or do something which would directly or indirectly benefit some one from whom they have received no fee. These papers will carry full-page sporting "dope" the year around. Incidentally, they will sell space to any Eastern advertiser, mentioning his new publications, but refuse to mention the local bookseller in the same advertisement unless a very much higher rate is paid for the space. It is possible that this matter could be best reached through The Publishers' Association in so controlling their advertising as to carry with it due recognition on the part of the press of the important publications from week to week. I believe that the matter of good literature of all kinds is worthy of just as much consideration on the part of the press as the fist fights of Jack Johnson and other events of a like civilizing order.

I wish to make a personal appeal to every member of this convention to cut off his advertising patronage from every newspaper that makes of itself a competitor of the bookseller.

We all know the 98-cent dictionary and the \$2.96 encyclopedia, and it seems to me that enough pressure could be exerted by the advertising bookseller when the genial advertising solicitor comes round after his usual contract for space, to effectually put a stop to this form of competition.

Gentlemen, there are several points on which I intended to touch, but I feel that I must have exhausted your patience and forbearance. I will therefore in conclusion, extend to all those here present, a cordial invitation on behalf of the City of Seattle, to attend the next Golden Potlach, which takes place next July 16th to 20th.

It is our annual celebration of the anniversary of the arrival of the Gold Ship "Portland" in July, 1897, and the commencement of the historical Klondike stampede.

Come and see us; we will show you a good time and we will show you a modern, well paved, well lighted city, with an unsurpassed climate and perfect weather conditions, and incidentally, a modern book store.

Gentlemen, I thank you.

[Loud applause.]

THE PRESIDENT: I think that Mr. Wilson can rest assured that we are very glad that he came.

Are there any questions or remarks arising from Mr. Wilson's paper? [There were none.]

MR. CLARKE: Before you break up, the Executive Committee have been instructed to formulate a certain plan. There is always a certain portion of that Committee representing the Middle West and the West and consequently we can never get the complete committee together. I would like to have Mr. Grauer join Mr. Butler and myself of the Executive Committee after the session and I am going to ask the Committe on the Relations with Publishers to join with us. I will also ask Mr. Ward McCauley, Mr. Wolcott and Mr. Walter S. Lewis to join with the Executive Committee immediately after this session.

I have a telegraphic day letter received from Mr. Herz which I will read.

WACO, TEX., May 13, 1913.

W. L. BUTLER,

PREST. AMERICAN BOOK SELLERS ASSN.
Sorry I cannot be with you. I heartily endorse any effort to increase the profit of the poor bookseller throughout the United States.
We publishers can look after ourselves.

SIDNEY HERZ, of Herz Bros.

After some further notices the session adjourned at 4:35 P. M.

WEDNESDAY-MORNING SESSION.

(The second day's session of the convention was called to order at 9:30 A. M.

THE PRESIDENT: The business of the morning will open with a paper by Mr. George F. Bowerman, Librarian of Public Library of the

District of Columbia, Washington, D. C. Mr. Bowerman has prepared the paper at our special request. I am very pleased to introduce him to you.

CO-OPERATION BETWEEN THE LIBRARY AND THE BOOK STORE.

By George F. Bowerman, of the Washington (D. C.) Public Library.

It is a rare privilege for a public librarian to address a national association of book-sellers—altogether too rare for the sake of the most cordial relations between the two most important book distribution agencies of the country. In responding to your request to talk about co-operation between the book store and the library I propose to speak only of the free public library (that is, to exclude the commercial circulating library), and I address myself especially to the co-operation that is of most interest to you, namely, the co-operation on the part of the library that

directly or indirectly helps the book store to increase book sales.

In order to pave the way for a brief description of the means and methods of such co-operation it seems desirable first to discuss briefly, though by no means fully, the fundamental question whether the library is not, after all, an influence hostile to the book store, interfering with and reducing the total sales of books below the point that might be reached but for its maintenance in the community.

IS THE LIBRARY A HELP OR A HINDRANCE TO THE BOOK TRADE?

That this is still an open question instead of it being long ago settled in the minds of booksellers that the library is a help to them rather than a hindrance, is suggested by the fact that in the able article, "Book Publishing and Its Present Tendencies," in the April Atlantic Monthly (reprinted in the Publishers' Weekly of April 26) the distinguished publisher, Mr. George P. Brett, president of the Macmillan Company, in discussing and criticizing the effectiveness of the current agencies of book distribution, makes no mention of the public library. When in correspondence I asked him the reason for the omission he expressed the opinion that while libraries "are worthy of all encouragement" they still "are detrimental to the interests of publishers in that there can be no doubt that the purchase of books by individuals is curtailed by the increasing library facilities." If a leading publisher holds this opinion so strongly it is safe to say that some booksellers do too.

Mr. Brett claims that although there has been an enormous increase in the number of titles published each year, there has not been a corresponding increase in the bulk of book sales. As no figures are produced, this may be regarded as an opinion to be offset by other competent opinions to the contrary. If for the sake of argument it is granted that there has not been an increase in book sales commensurate with the growth of population and the increase of popular education there are other influences working so strongly in that direction as fully to explain the tendency without implicating the public library as a deterring factor. Some of these influences are the following:

APARTMENT HOUSES, MAGAZINES AND MOVING PICTURES CURTAIL BOOK BUYING.

In time past many families lived for several generations and died in spacious houses. Nowadays apartment house living and the frequent migration of families are not favorable to book owning. Motoring and world travel lure many of those whose economic condition and tastes formerly led them to remain at home and read the books they had bought. swiftness of modern life and the multiplication of engagements, especially for those most interested in serious affairs, such as charities and reforms, require them to devote time once spent in their studies to attendance on committee meetings and in similar occupations. To meet the literary demands of such strenuous lives there are excellent newspapers and magazines with summaries, instead of books. The appalling multiplication of books makes it less and less possible for any one individual even to know the titles of all the worth-while books, much less to buy and read them. When it is added that the prices of the better books have been advancing, whereas the tendency of the prices of magazines and newspapers has been downward, and that the cost of the necessities of life has been increasing, so that the ability of the public to buy books has been reduced, it would not be strange should the sales of books not have expanded in proportion to education and population, especially when it is remembered that much of our increase in population has been in the form of immigrants, most of whom have probably not become book purchasers. The ubiquity of the moving picture theatre has undoubtedly been a strong factor in reducing the reading done by the young and by the comparatively uncultivated adults, and as a result has influenced their desire and ability to buy books. Right here it should be noted that many of these influences which tend to reduce the reading of books and the purchasing of books similarly affect library use unfavorably.

BUT LIBRARY KEEPS ALIVE INTEREST IN BOOKS.

Whether the sales of books have gone on increasing with the expansion of the country, as I believe and as I know many booksellers believe, or whether they have simply held their own, at any rate I am sure that the library, instead of being a hostile influence tending to reduce book sales, is, on the contrary, a conserving influence, counteracting those other tendencies by keeping alive and fanning the flame of interest in books, so that for every sale of books to an individual that has been lost to the bookseller by reason of the presence of the desired book in the library, probably at least two sales of books have been made by reason of the library's existence and influence.

THE PUBLIC LIBRARY IS A GREAT CONTINUATION SCHOOL.

The public library stands in the community as the great continuation school. One of its most important functions is to furnish expensive reference books and technical journals that individuals cannot often afford to buy. Through the use of such material the earning capacity of large numbers of the community is being increased to such an extent as to lift them out of a state of economic dependence that precludes personal book ownership into one that makes book purchasing possible. The library also stands for good taste in literature. People without money cannot buy books. People without good taste do buy books, but I think it is safe to say that they cannot usually be depended upon to be steady and persistent readers and buyers. The public library also stands as the expert in the community for the choice of the best books, so that discriminating readers and buyers are coming more and more to depend for their own private purchases upon the selections made by the individual library or the organized choice of librarians as contained in the American Library Association Booklist. The public library is engaged in the business of converting as large a proportion of the community as its too meager support enables it to influence into the condition of being readers-not simply occasional readers, but habitual readers, not merely newspaper and magazine readers, but readers and lovers of books. It is also supplying effective help toward such economic independence as will enable its readers to own the books they most need as tools or most want as companions in their homes. The library, if well supported, reaches a far larger number than the book store can ever hope to have as customers. The library then sends onto the book store as customers as many as possible of the persons it has helped to bring up to an economic and esthetic state that demands private book ownership.

BOOKS TAKEN "ON APPROVAL" FROM LIBRARY AFTERWARDS BOUGHT BY READER.

To the person who is already economically and esthetically a possible book owner the public library need not be, and usually is not, a deterrent to book buying, for then the library is approached for expert advice and as a laboratory for experiment in book values preceding book purchasing. When the discriminating reader finds that the library has purchased a certain book, this fact puts the seal of public approval on the book and sends him to the book store to buy it. Or, if he is still in doubt, he procures the library copygets it "on approval" from the library instead of from the book store—and if he finds it a necessary book for his private library proceeds to buy it from the bookseller. In this sense the public library is an institution for the display of sample copies of approved books—a sort of perpetual book advertising emporium, conducted at public expense.

But I think I hear some one object that at least the public library reduces the sum total of the sales of current fiction. This also we do not believe. The figures recently compiled by Mr. Fred E. Woodward show that fiction forms each year a smaller and smaller percentage of the total number of new publications. Of this progressively smaller number of books of fiction published the leading public libraries (those whose example is being more and more followed) are approving for purchase as appropriate to an educational institution a smaller and smaller number of titles. And of the comparatively small number of titles so approved, its book funds, always severely limited and for the most part definitely required for other classes of literature, are only a drop in the bucket to supply the number of copies of current popular successes demanded by the seekers after the latest sensation. It is my experience also that many of the current novels most insistently demanded by the well to do and rich, who might buy, are in many cases the very books that do not measure up to the library's standards. Such readers are referred to the book stores or to the commercial circulating libraries. Unless it is claimed that the library's failure to approve for purchase most of the new novels has a damning effect on their popularity, it cannot successfully be shown that in this field the public library's existence has any serious depressing effect on book sales.

This very sifting process, whether applied to fiction or other classes of books, is one of the most important functions of the library. It means too much economically to the public-both as regards purchases of books from the public purse and in helping the individual to spend his own book money wisely—to be omitted. It ought to be done by libraries all over the country to the end of influencing the publication of a much smaller number of books that will better deserve being owned either by the public or by private individuals. In the interest of co-operation booksellers should, with a view to stable, remunerative business next year and every year, join in this movement for fewer and better books, instead of giving too much attention to present profits from weak books that ought never to have been published, and whose lives, if they can be said to be alive at all, are scarcely longer than that of yesterday's newspaper.

LIBRARIES AND BOOK SELLERS SHOULD JOIN IN MOVEMENT FOR FEWER AND BETTER BOOKS.

When the bookseller claims that there is no use in his trying to seek the co-operation of the public librarian or to respond to the overtures of co-operation made by the librarian, for anyway the library is taking his business, the librarian is inclined to conclude that the real reason for this attitude is that the public library stands for the best books and for good editions, readable type, durable paper and binding and artistic illustrations, whereas the bookseller, though he may appreciate these things, is ordinarily not averse to handling anything that is a book, and thinks he can make more money out of the sale of the poor and mediocre books rejected by the library than from those recommended by it. Very likely this attitude of mutual suspicion is unfair to both sides of this proposed co-operative alliance. Before there can be any successful co-operation such suspicion should be eliminated. Another stone of stumbling in the road toward co-operation that should be removed is the thought in either the mind of the librarian or the bookseller that the only interest the bookseller has in the library is to sell books to it. If there is any doubt in the mind of the bookseller that the librarian sincerely believes that there should be private book owning in his town, that should be dissipated. If there is a public librarian who so unduly and mistakenly magnifies the functions of his library as to think that if it were properly supported there would be no room for personal book owner-ship, he should be put in a glass case and preserved as a curiosity.

I have thus far tried to show that the public library is not a menace to the existence of the book store, but is, on the contrary, from its very nature an influence conserving the interest in books and reading, including not simply the reading of publicly owned books,

but also, wherever possible and economically justified and required, the reading of privately owned books. I also hold that the public librarian defeats his own ends who does not also encourage private ownership of worthy books.

HOW CAN THE LIBRARIAN COOPERATE?

How can the librarian co-operate with the bookseller in the sale of books? What measures is he justified in taking as a professional man, employed by the public and serving only the public interest? At once I answer that whatever he may do as a private individual, in his public capacity he is justified in encouraging the private ownership of such books, and such only, as he has in his own library or would be willing to have there. In other words, the librarian, as librarian, is not justified in specifically co-operating in the encouragement of the sale of any but approved books. This means that although the bookseller may continue to sell books which do not measure up to the library's standards, the librarian can only participate by offering his official encouragement in the sale of approved books or books worthy of his approval. If I am correctly informed, the experience of the ordinary book store is that upwards of 25 per cent. only of its sales are of books specifically asked for; that is, by people who know exactly what they want when they enter the store; the re-maining 75 per cent. are from stock displayed or by the suggestions of salesmen. basis, therefore, of a co-operation in which the librarian would be willing to participate without stultifying his professional standards, which demand the distribution of approved books, there must be on the part of the bookseller a reasonable regard for such standards, both in choosing his stock and in pushing sales. By this I do not mean that the bookseller should turn the business of buying his stock over to the librarian, but I do mean that a bookseller cannot long hope for enthusiastic co-operation from the librarian if he persists in filling his most prominent tables with weak, trashy or salacious novels or low-grade, badly printed, crudely illustrated children's books. The librarian should be reasonable and recognize that the book store is a commercial enterprise conducted to make money; but the bookseller should in turn recognize that the library is an educational institution and that the public librarian is an educational officer. If, therefore, the bookseller thinks the library's co-operation is worth having he should recognize that it is reasonable to expect it only so far as the librarian is convinced that by such co-operation the general educational purpose of the library (the distribution of good books in the community) may be forwarded. If the bookseller recognizes that the librarian can co-operate only on this basis and still wants the library co-operation badly enough to meet the conditions, then the public librarian should by all means respond. The library profession is deeply interested in having strong (and therefore profitable) book stores in all considerable towns in America to supplement the work of the local public libraries. If the sale of good books is made more profitable it is possible that fewer bad books will be published and seld to undermine the work the public libraries are trying to accomplish.

BFFORTS OF LIBRARIAN TO ENCOURAGE BOOK BUYING MUST BE SUPPLEMENTAL TO HIS WORK OF SUPPLYING THEM FREE.

It must, of course, be clearly understood that any efforts put forth by the librarian in the direction of encouraging readers to procure books by purchase must be secondary and supplemental to his first work, which is to supply them free. In so far as his resources will permit he is in duty bound to supply to all members of his constituency—the rich who are able to buy their own books, but whose taxes support the library, as well as the poor who cannot afford to buy-the books asked for, so far as they are approved and can be afforded. But those who want to buy books, or who could be induced to buy, form no small part of the community. It is to the library's advantage to increase this number, provided the buying is intelligent and discriminating. Such buyers, to be encouraged by the library, include those who believe in building up a well-rounded private library, to consist of the best reference books, the worthiest editions of the classics, ancient and modern, together with a discriminating choice of modern works as they appear; the collectors of specialties; those who need expensive books that the library cannot afford to buy; the readers who believe in owning all the books they read (no small number); persons of literary tastes but with slender purses who need a few well chosen books as constant companions and tools; makers of gifts to literary friends, who are often not pleased with the results of well-meaning but misguided efforts; parents and teachers who wish to give Christmas and birthday gifts and who regard the reading of their children as a matter of serious importance or who may want to take no chance of possible germs in public library books; and the large class of mechanics, engineers, business men, clerks, housekeepers, professional men, etc., who, having tested out many books drawn from the public library's rich stores, have found a few books that they must buy in order to have them always at hand for use in their every-day affairs.

HOW BOOK SELLERS AND LIBRARIANS MAY CO-OPERATE IN BOOK EXHIBITS.

The foregoing questions are so fundamental to the co-operative relations possible between the library and the book store that I trust that the discussion has proved helpful, even though it has left less time than I should like for description of actual and possible co-operative enterprises. Taking my own library as somewhat typical the following are some of the things that have been done:

Beginning in 1904 the Public Library in Washington has each year conducted in the weeks preceding Christmas an exhibition of books suitable for gifts. Some years the exhibition has been large and has included a selection from the best current and classic adult books, as well as children's books. In many cases new, clean copies have been bought especially for exhibition purposes. For two or three seasons a catalog of the exhibition was printed, with prices furnished by the leading local booksellers. At least once two local booksellers co-operated in the cost of the printed catalog, each of them distributing special imprint editions. The catalogs distributed by the library stated that the books could be bought at the book stores (without mentioning names); the catalog distributed by the stores stated that the books had been chosen by the library and could be seen there. In other years the library had co-operated with libraries in other cities, securing imprinted editions of catalogs (especially of children's Christmas gift books) compiled elsewhere. Last Christmas the library did not issue a catalog, but did hold an exhibition of children's books. On special days the public was invited to hear the children's librarian discuss the books exhibited and the principles of selecting books for children. On other occasions the children's librarian and other representatives of the library have accepted invitations (sometimes seeking such invitations) to address women's clubs and parent-teacher associations on books for Christmas gifts. Often the books recommended have been sent by the library to the club meetings for examination. Always in connection with such exhibits at the library publishers' Christmas and other book lists have been given away in large numbers in addition to the library's own list of recommended books. Hundreds of copies of Mr. E. W. Mumford's pamphlet, "Choosing Books for Boys and Girls," extracted from his address to this association a year ago, "Juvenile Readers as An Asset," were given away to parents last Christmas. Samples of priced catalogs issued by typical public libraries are on exhibition on the platform. I also have for distribution to all persons present copies of a list entitled "The Child's Books: a List Recommended for Owning and Reading," just issued by my own library. This list is based on a group of books collected as the result of years of experience. The books are permanently on exhibition in the office of the head of our children's department. Parents and teachers so constantly came to us for advice in the matter of the reading of the children and to inquire what books to buy for them that this model collection of books desirable for the child to own has been gradually formed to answer their questions. This list was not printed until it was learned that the focal booksellers could actually secure the books and until the prices had been revised by two dealers.

MANY LIBRARIES ISSUE LISTS TO STIMULATE PURCHASE OF BOOKS.

Among the catalogs issued by libraries for the specific purpose of stimulating and influencing the purchase of books should be mentioned one entitled "The Child's Own Library," issued by the Brooklyn Public Library, first in 1907 and reissued in 1911 and 1912. This list, issued in handsome form, is priced and annotated. The Rochester Public Library recently distributed 7,000 copies of its priced list, "Books for a Child's Library," at the child welfare exhibit in that city. Of earlier editions of the same list the Rochester librarian, while librarian at Louisville, had dis-tributed 10,000 copies. Nearly 30,000 of the list had also been used for distribution purposes by thirty other library and six state library commissions. Similar lists have for several years been issued by the St. Louis Public Library, by the Buffalo Public Library and by the Pratt Institute Free Library, Brooklyn. In fact the plan of holding such an exhibition was begun by Miss Plummer at Pratt Institute in 1892.

Not many public libraries are so fortunate as to have as their chief librarians former booksellers, though there are several holding such positions. One of these, Mr. Walter L. Brown, librarian at Buffalo, reports that the booksellers of that city believe as he does, that libraries create readers and book buyers. His 1912 Christmas list and a recent list of books for Boy Scouts both give prices and suggestions as to purchasing books from dealers. The librarian at Kansas City reports that in 1908, while he was librarian at St. Joseph, Mo., he distributed 10,000 copies of a priced list of industrial arts books. Notwithstanding the fact that all the books were in the library the local booksellers reported very heavy calls for titles under each of the occupation's covered by the list. An example of co-operation on the part of a manufacturer of filing devices and bookcases is the issuing by the Globe-Wernicke Company of an attractive list, "The World's Best Books." This list includes most of the famous lists of titles, such as those compiled by Sir John Lubbock, President Eliot, Colonel Roosevelt, etc. This firm reports that it has furnished over 750,000 copies of this pamphlet to more than 500 different libraries for distribution. The libraries distributing them have included those at Spokane, Minneapolis, Cleveland, Chicago, Newark, Jacksonville, Atlanta, Washington, Denver, Springfield, Mass., etc. Undoubtedly the distribution of this list has influenced not simply library reading, but also the sale of books.

OR DISTRIBUTE ATTRACTIVE PUBLISHERS' A

For years I have followed the plan whenever a particularly attractive publisher's classified list of books came to my desk of asking the publisher to furnish the library quantities of the list for distribution. If the library had, or could afford to buy all or nearly all the titles, the publisher was asked to supply an imprint edition, or the list was stamped "These books are in the Public Library," or "Most of these books are in the Public Library," as the case might be. Thousands of such advertising pamphlets have been distributed and as they are priced they are undoubtedly used as personal purchase lists.

HELPING LIBRARY PATRONS IN BOOK BUYING.

For years also in my own library, in common with other public libraries, the personal influence of the librarian and his assistants has been exerted in communicating to readers the love of the books treasured by librarians (for some of us are book lovers and not simply library administrators and purveyors of books) that leads to book purchasing. our reference room we keep a copy of the United States catalog for the principal purpose of helping readers to look up the prices of books with a view to purchase. Librarians are constantly giving personal advice, addressing clubs and writing for newspapers on the subject of book ownership. Witness a recent brief article on the book review page of the St. Louis Post-Dispatch by Dr. A. E. Bostwick, librarian of the St. Louis Public Library, with the caption "A Man's Own Library." Just now the Cleveland Public Library, in an effort to help poor people economize, is circulating large numbers of Gibbs' Economical Cooking. In each copy a slip is pasted saying that copies may be bought at the principal booksellers at 15 cents each.

If I have made my points that the library does want to encourage personal book ownership and is somewhat widely employing methods that influence such ownership it remains for me only to make a few suggestions in conclusion.

Whenever the bookseller is convinced that the library's help is worth having, is it unreasonable to expect that he, rather than the librarian, will make the first move toward establishing co-operative relations? Remember that librarians have their professional dignities to uphold and that many of them do not often care to risk rebuffs. Not unnaturally many librarians would be quite willing to respond to suggestions for specific co-operation in this field who would never attempt to initiate it.

The first paper yesterday suggests one line of co-operation. It appears that some book stores are holding staff meetings for the discussion of books, just as libraries are holding meetings of their staffs for the same purpose; also that you have a school for training salesmen and saleswomen, just as we have library training schools and apprentice classes. I suggest the formation of local leagues composed jointly of library and bookselling people for the interchange of ideas, especially to increase knowledge of books on the part of those participating, in order the better to increase the love of books in our common constituencies.

BOOKSELLER SHOULD SACRIFICE PART OF PROFIT RATHER THAN LOSE LIBRARY TRADE.

The bookseller should strive to hold the public library trade, as a matter of pride as an efficient bookman in the community, to help swell his total sales and thus to get better discounts, to keep the bookseller in touch with the better grade of books such as the library is buying and in order to know what the public library has, in expectation that the presence of the book in the library will create other business. The bookseller should, if necessary to hold it, be prepared to do the library business at a smaller profit per volume, realizing that the library is a large buyer, that all library accounts are collectible, and that the library purchases first and last for replacements a lot of so-called "dead" stock,—stock that otherwise could not be sold. With a spirit that will make for closer co-operation between the two associations (the American Library Association and this association) it should not be difficult to persuade librarians to purchase from local dealers more generally than they do at present.

Issue lists in co-operation with the library, sharing the cost, agreeing on the editions, not with reference to those the bookseller has in stock (unless they are acceptable to the librarian), but using the editions recommended by the librarian. The librarian should in turn be willing to agree to editions that are practicable, easily obtainable, and of which the sales will yield a profit. The bookseller should then stock the titles, or at least secure the books promptly on order, for only thus can he keep faith with library and customers.

Why should not booksellers generally subscribe for the monthly A. L. A. Booklist, which contains the books approved by the American Library Association for library purchase, use it for suggestions in buying stock, have copies for consultation by customers, and even secure imprint editions for distribution among the most discriminating of them? Why cannot the booksellers get publishers to print on the wrappers of new books the brief notices contained in the A. L. A. Booklist instead of some of the puffery now used?

THE PROPOSED BOY SCOUT LIBRARY.

The management of the Boy Scouts of America has made arrangements with the largest reprint firm in the country to issue at low prices reprint editions of books found successful by libraries and selected and approved by a committee of professional librarians to compete with and drive out the weak stuff now published as Boy Scout books. Will the booksellers co-operate by pushing these books?

Finally let me appeal to every bookseller as an influential member of his own community not to regard the public library as a hostile influence, something to be tolerated and to be supported only under protest, but to be an enthusiastic library supporter. Support the library because it deserves your support as a

citizen; support it because it is making readers and probable book buyers; support it, if for no other reason, because the library needs in your town and everywhere far more books than it is ever able to buy and a far larger number of copies of books, replaced oftener with clean copies. The book purchases of the libraries of the country total no small figure; they should be many times larger and you should sell them the books.

[Applause.]

THE PRESIDENT: I will ask Mr. Ward Macauley of Detroit for his impressions of the paper.

MR. MACAULEY: Before opening the discussion I would like to move a rising vote of thanks to Mr. Bowerman.

[Motion seconded and unanimously car-

REMARKS BY MR. MACAULEY.

I can think of nothing that I would more heartily say "Amen" to than this paper. I am somewhat in the position of the pious but lazy gentleman who was too indolent to repeat his prayers every night, so he wrote out everything that he thought he at any time wished to pray for and pasted a cardboard on the wall, and every night before retiring said "Lord, them's my sentiments." What Mr. Bowerman has expressed—"them's my sentiments," too; but I hope I am not too lazy at least very briefly to tell why "them's my sentiments." I believe in co-operation. Co-operation is the law of life; it is good ethics and it is good, plain, ordinary horse sense. When we booksellers first began to gather together and got acquainted we decided we could co-operate with each other. Then when we looked the situation over a little more we found that we could enlarge our circle of co-operation; but-if we kept our eyes open all of the time-[laughter] we could co-operate with the publisher. (Perhaps, like the man who said "Love your neighbor but keep your fences in good repair.")

Still later we found we could further enlarge this circle by co-operating with our own competitors, the other booksellers in our town. So this morning we are asked to take a fourth step and co-operate with the public librarians. It seems to me that first we ought to ask ourselves this question, "What is there that might possibly be in the way of co-operating with the librarians?"

The librarians think the booksellers are mercenary, the booksellers on the contrary think the librarians too idealistic. I think they will have their minds completely changed if they will read the report of yesterday's sessions of the convention. It seems to me that some of the ideals set forth would be a credit even to a public librarian. On the other hand, I would like to take any bookseller who thinks that a librarian is idealistic to Detroit and show him a library that can teach us business men scientific management. There is one point I would like to endorse. I agree with Mr. Bowerman that the public libraries do not injure the sale of books. Our

own bookstore is situated directly opposite from the public library, and I venture that while we lose one sale by a person going to the library, we gain five by those who come to our store to buy books.

Mr. Bowerman called attention to the ways the public library helped in the sale of books. He made an exhibit of children's and adults' books at the Christmas season. It seems to me that for us to get the full benefit of such an exhibit it should be made also in the book store. Mr. Bowerman says "Go to your library, go to your librarian; the first step in co-operation is acquaintance. You can't co-operate with anybody until you get acquainted; you haven't anything in common with anybody until you get acquainted."

THE PRESIDENT: I am glad to see we have with us this morning Mr. F. E. Woodward

of Washington, D. C.

MR. WOODWARD: Mr. President and members of the Association, I must confess that after listening to Mr. Bowerman's paper, it seems to be so admirable a paper, that I have very little to say. But I do not believe any exaltation of a good book will stop the publication of poor books. I believe that as long as people buy poor books publishers will be found for them.

THE PRESIDENT: Are there any other re-

Mr. Conover: Just one word in regard to that. Sometimes when we cannot stop a thing we can hinder it. [Laughter.]

MR. CLARKE: I have been trying in vain to get statistics from the census reports as to how much is spent per year per capita in this country for new books. I figured about 20 cents per capita.

I have one question. What is Mr. Bower-man's idea as to the number of librarians who really have the say as to the buying of books-how many are free from entangling alliances with worthless trustees?

[Laughter.]

MR. BOWERMAN: I think progress is being made in the desirable direction Mr. Clarke mentions. The librarian is being more than ever regarded as a professional and as an expert, and boards of trustees are coming more and more to consign the literary function of the library to him. I think that is true in the larger cities almost universally. I hope it is. It is probably the old ladies of a small town—of either sex—on the boards of trustees who have too much to say about the selection of books.

Mr. CLARKE: How many? What percentage of the libraries of the United States

have over \$200 a year to put into books?

MR. BOWERMAN: That is rather difficult to answer. Of course, the \$200 plant would be that of a very small country town. Perhaps I could answer that better by giving an esti-mate that was given a couple of years ago as to the total purchases of books by libraries-over \$3,000,000. That includes both new and second-hand books and importations and college and reference libraries, as well as public libraries. I will not presume to say how much of that sum is for new American books.

MR. CLARKE: In Massachusetts we have approximately 354 libraries out of 366 towns. There was a report on libraries published by the State of Massachusetts, ten or fifteen years ago, and by traveling through it in various directions it seemed to me there were probably not over fifty in the State that had a purchasing capacity over about \$200. Therefore the bookseller does not get very great possibility for sales.

MR. BOWERMAN: Isn't it true, however, that libraries in your small towns have their book purchases supplemented by the books that the Massachusetts Library Commission

buys?

MR. CLARKE: That is quite true. I furnish most of them myself. There again comes what Mr. Ward Macauley has mentioned, "school books"—school books which are supplementary readers in many cases, intended to "pull the leg" of the libraries by making them get what school committees should supply.

A MEMBER: I should like to ask why this list [holding up a leaflet of suggested books for purchase gotten up by Mr. Bowerman's library] suggests a \$1 edition of "Black Beauty"

instead of one of the cheaper ones.

MR. Bowerman: I would say that it is probably a question of suitability of edition. What I brought out in my paper was that recommendation meant not merely good literature but good paper, good illustrations, books free from typographical blunders and paper that will not crumble away immediately. We want to have them good all through. [Applause.]

MR. CLARKE: That is one of the best things I have heard, that librarians do urge good editions. That is one of the best things they can do. That is one of the reasons I objected

to cheap school books.

MR. GRAUER: Our experience in Buffalo is that co-operation between the booksellers and the public libraries is a very valuable asset to the bookseller. We frequently have people come into the store with lists that have been supplied by the library. We are requested to procure those books for them. On the other hand, we frequently send the people to the library for books and for information concerning books that are not in stock. The Buffalo public library also for years past has been holding these annual displays at Christmas time to which Mr. Bowerman has referred, and they have supplied us for the last two years with their lists as they have come out.

MR. GRANT: Such lists as these have been circulated through our city until it is quite common for people to come in at Christmas time with them all marked up with the books they want. I heartily endorse what Mr. Bowerman has said.

THE PRESIDENT: Mr. Franklin J. Mathiews, the Chief Scout Librarian of the Boy Scouts of America, has called this morning and has asked in connection with this matter if he can have a few minutes to speak.

REMARKS BY MR. MATHIEWS.

Mr. President, Gentlemen and Ladies: appreciate the opportunity, because time is so valuable, but I promised to talk not more than five minutes. I want to make a statement concerning the proposed Every Boys Library of the Boy Scouts of America. The Boy Scouts of America is an organization consisting of some 350,000 boys all over this country. These boys are under the immediate supervision of some 7,000 scout masters. The publishers have not been slow to see this new field for the sale of books, the making of books. I am able to say this morning that in the last three years books numbering perhaps a million copies have been sold Boy Scouts, some bad, some perhaps very good, some not very good, and some not good or bad. As a movement we must defend ourselves against the exploiting of our boys, our scouts, by publishers who seem to think that the movement ought to be geared up to making a profit for the publishers-and perhaps for booksellers.

THE PROPOSED "EVERY BOY'S" LIBRARY OF THE BOY SCOUTS OF AMERICA.

Our plans in a word are these: In order to protect ourselves and let it be known to the purchasing public that there are certain books upon the market that have the approval of the movement, we have organized a commission, a library commission, composed of such men as Mr. Bowerman, of Washington; Garrison Craver, of Pittsburg; Edwin Stevens, of the Stevens Institute Library; Mr. Claude G. Leland, superintendent of public school libraries of the City of New York, and our own edi-torial force. These gentlemen are to select at the outset some twenty or twenty-five books for boys. These books will be placed in a "library," to be known as Every Boys' Library, Boy Scout Edition. The merchandising of these books will be in the hands of Grosset & Dunlap. It is our purpose in this way to provide for the boys of America good books, not necessarily highbrow books, but what the Century house calls a "perilously venturesome book for the red-blooded boy." These are books that have been sold direct by publishers at prices anywhere from \$1.00 to \$1.50. I am very grateful, Mr. President, and you gentlemen and ladies, for the privilege of bringing to your attention this matter. I quite see the point a second bookseller made a few minutes ago, as regards stopping the sale of weak and trashy books by good books. It recalls a story: A calf was going down a road in the South, and a negro boy was hanging on the tail of the calf. In a field adjoining was an old colored man ploughing cotton, and he said: fool boy, doan't you know you can't stop that calf?" The boy said, "I know I can't stop him, but I can pull him up some." And while it is true that you gentlemen who stand between us and the public cannot stop the sale of bad books, you can surely slow them up some. [Applause.]

THE PRESIDENT: Our next paper, on "The Library Trade for the Local Dealer," is prepared by Mr. John L. Grant, of Utica, N. Y.

LIBRARY TRADE FOR THE LOCAL DEALER. By John L. Grant, Utica, N. Y.

The relation of the local book store to the public library, to the college library, district or school library, to the home or private library is surely one of first importance. Only he who has given, and is prepared to give, especial and intelligent attention to what should be a material, as well as paying part of his business, will be able to secure, retain and add to that business, and at the same time gain the good will and responsive endorsement of the cultured and trained librarian of to-day, who is of course quick to determine the capabilities of dealers to whom his lists are submitted. Happy is he who finds himself rewarded with continuous orders and no estimate required.

WORKING WITH THE LIBRARIAN A PLEASURE.

As you are all aware, the library business is a most interesting and, at the same time, intricate one. It is indeed a pleasure to work in conjunction with the trained librarian, becoming, as you do in your interchange of correspondence or personal interview familiar with the characteristics and modes of doing business of the various publishers, and at the same time keeping in closer touch with authors and public.

To the dealer it has to-day more pleasing features than it had a few years ago, especially that of the betterment of cash values, and—in the event of still existing evils being eradicated—it will mean the continuous existence as well as improved condition of the local bookseller.

There are among us undoubtedly a number of pessimists, and I do not know but we are all of us at times inclined that way—for instance, when we have returned to us almost simultaneously from several libraries copies of the latest production of a well-known author, of which we have purchased a quantity from the representative of a reliable publishing house, to discover too late this "Upas Tree" rooted and grounded on our shelves.

LIBRARIAN MORE DISCRIMINATING THAN PUBLISHER.

In the selection and purchasing of books the librarian of to-day is seemingly much more discriminating than the publisher in his acceptance of manuscripts. I also discover that book buyers are just as decidedly in unison with the librarian. If appearances are not deceitful, it will be necessary for the publishers to awaken to the fact that the bookstore and the library cannot be the dumping ground for the continuous productions of authors who may have been responsible for one good seller. The librarian, as well as the public, has good reason to let these works remain on the bookseller's counter—if he has been fooled into purchasing numerous recent fiction of this class.

Could the bookseller in all cases rely upon each book being carefully and judiciously

selected by the publisher, dead stock, the bane

of bookselling, would disappear.

It is surely much more desirable to be dealers in literature than to be selling merely pot boilers. Librarians, as well as the public, have become skeptical of buying widely advertised productions of authors who share their royalty among the critics, lauding attractively bound "mush" that the publisher should have consigned to the flames.

Booksellers having ever increasing rentcannot afford to give valuable space to the storing of books they have unwittingly bought but cannot recommend.

BOOKSELLERS MUST BE ALERT ENOUGH TO KEEP LIBRARY TRADE.

Booksellers in any of the provincial towns, not alert enough to take proper care of the library trade that legitimately should come their way, have no reason to feel disgruntled if that trade goes to the larger concerns in New York or Chicago, supposed jobbers for the book trade, if you will, seemingly catering just as strenuously for the library interests as for the regular book trade.

I have been asked a number of times it jobbers and publishing houses maintain prices to libraries. I confess I do occasionally fail to receive orders on estimates made, and wonder why.

For the local dealer the library business in the past has not been an attractive or paying one, and at present it is not what it should be. You are now allowing a discount of 10 per cent. in the first year of life of a new publication. Why? Or lengthened discounts after that date. Why?

A prominent librarian a few days ago said to me that discounts were a nuisance, that if a book were published at its correct value, why should there be any discounts? It was pleasing indeed to listen to so markedly advanced intelligence along this line, even beyond the dreams of the most sanguine bookseller. Again, why should a larger discount be made the second, third or fourth year on what you may term continuous net books, or, you will, from stock re-ordered from publishers, on which you continue to pay the same price, or higher, than when you bought in quantity? Why should you unnecessarily and without reason give away what is not yours to give, as well as sacrifice what you have all these years been working for, namely, the establishing of the book trade on a more substantial footing, and the placing of it where it should belong?

The library and the well conducted bookstore without doubt are, and should be, the best outlet, as well as best advertising medium for the publisher, although thousands are spent by the publisher on advertising. The bookseller is the most important factor in the sale of books and will continue to be if he

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takes every opportunity of bringing them before interested customers. There are instances in the experience of many of you where you have been the means of starting a boom for what afterwards became a most successful book, for publisher and bookseller

alike.

A favorable criticism on advance copies from some person of literary taste in your town, from the librarian, or from the pulpit, if you can secure it, is to the bookseller a most valuable aid in making sales. Was it not to William Ewart Gladstone that the enormous sale of "Robert Elsmere" was due? This reliable means of advertising is worthy of your attention.

JUVENILE DEPARTMENT MAY BE MADE DRAWING CARD.

You will discover a drawing card for your business in directing a greater intelligence to your juvenile department. Every library of any importance has the service of the young lady aid, who has made a special study of this work. Should this not be just as essential or more so for the bookseller with the wider field at his disposal?

The good intention of originally extending discount to the "cleric" has indeed resulted in grievous injury and entanglement to the trade. I believe that the instances of the librarian to-day making complaint against, or questioning your billing of, net books, two, three, four or five years after date of publication on the same ratio as, shall I say, "yearlings" are few and far between, and the sooner we adopt the extension of short discounts or eliminate the "cleric" error entirely the better it will be, not only for the local dealer, but for all parties concerned. I believe I am also correct in stating that the cases have been few where librarians have withheld orders until a year after publication in order to secure a wider margin of discount.

KEEP A CARD CATALOG OF EVERY SCHOOL AND LIBRARY IN THE VICINITY.

In your work you presumably have a syetematized alphabetical card catalogue of every school and public library in your territory. You have the names of trustees and librarians and come in touch with them at least once a month by many of the numerous aids that are or can be supplied you. A live personal relationship with each one of them adds materially to the efficiency of your system. you are not having the opportunity of filling these orders, discover why. It is you who should supply each and every one of these libraries, in so far as they are deriving support from taxation in your own home town or immediate neighborhood. You are personally aiding these institutions and should have preference in supplying them. If you are not securing this trade is not the fault your own?

It is much easier to do business with the larger than with the school or district library, because, although you have to send many new

books on approval, their orders are accurate and definite. With the smaller libraries, however, opportunities present themselves for suggestion and for sales from stock,

I have heard from different booksellers the statement that time and effort given to school library work does not pay. Is this a mistake or not? It is true on many lists submitted the margin is close enough, but is it not well to take the bitter with the sweet and hold your trade? There are instances when you might be excused for making remarks something less than polite, as in the case of a list that was presented to me a few weeks since, on which all educational books were entered at 20 per cent., and the majority of other at one-third and 5, with a statement from the school principal that I might fill the same providing he be allowed 5 for his time and trouble. Can we accomplish anything with the educational part of the business?

AND OF THE RESIDENTS AND WHAT THEY LIKE

When trade is dull in the store keep your employees active by diligent work with the "home library." This branch of work, which is seriously neglected by the trade, can also be easily operated with the card system. If you take, for instance, a residential street and make a card for each household you acquire an intimate knowledge of who and what the residents are and learn with what books it is best to approach them. You need not confine yourself to residences. Some of your employees are better adapted to work the office trade, the doctor, lawyer, banker or mercantile man. There are now many families residing in apartment houses, and among these remunerative work may be accomplished by pushing the sales of attractive bookcases filled with sets of standard authors in handy volume editions.

Should dealers generally strengthen their nerves and devote themselves more to this part of their business they would find their bank account in a more healthy condition.

Is it this dilettantism of the bookseller with regard to library trade, and in other respects, that has caused Doubleday Page & Co. to issue and push the sale of their "Nature Library" in a decidedly more attractive and salable binding than that supplied to the trade, and that compelled the Harpers many moons ago, when they discovered the trade lacking in humor, to keep the American people from becoming melancholy by pushing the sales of Mark Twain? There is yet room, remaining brothers, for a kindly push for the memory of Mark, as well as for our own almighty good. Other prominent publishers adopt the same means of outlet for so-called special editions. Will it be in our time when the bookseller in his individual town may satisfactorily control this branch of the business also? It is within his grasp if he will do it.

From the experience of a lifetime spent

in the selling of books to the library and the public I have no hesitation in saying that if the bookseller, a lover of books himself, uses correct discrimination in buying, sufficient diligence in attention to business, and has character and nerve enough not to allow extended credit, he will do well and need dread no shame.

May the bookseller's shop always continue to be the center of an ever-increasing culture and intelligence.

[Applause.]

THE PRESIDENT: Among those asked to express their ideas on Mr. Grant's paper is Mr. Edward Maddison, of Montclair, N. J. Is Mr. Maddison present?

A MEMBER: He is not here because of a serious sickness in his family, the illness of

his son.

THE PRESIDENT: I am sorry to hear that.

Mr. Ralph H. Wilson was asked to give his impressions of the paper.

REMARKS BY MR. WILSON:

MR. WILSON: I have had the privilege of reading Mr. Grant's paper previous to this convention, and I think it an excellent general discussion on the subject of the library trade.

However, it seems to me that protection on prices is of first importance and necessary for the retail bookseller. When an author writes a book, giving his time as well as physical and mental energy, no one feels that it is unfair that he may protect his work through the national copyright laws. Also, the publisher invests his money and gives his business ability and energy to the printing and marketing of the book, and without a doubt there is no one who can reasonably say that it is not perfectly fair that he be able to protect himself against some other printing the book and offering it for a lower price.

UNJUST TO EXPECT BOOKSELLER TO GIVE UP FAIR MARGIN OF PROFIT.

The bookseller enters upon his business willing to make it a life work, but in order to live upon it he must at least be able to make a small margin of profit. Of course, there is a fair profit at the present time on books published within the year, but after a book becomes a year old we meet with what I consider the unjust competition from some jebbers and occasionally a publisher. This is mainly in the library business, but also occurs at times in the individual retail trade.

The only source of protection the bookseller has is the publisher. It is my belief that if the publisher will give the booksellers protection, not only would it benefit the booksellers, but it would also benefit the publisher, as well as the jobber, for in my opinion more books would be sold.

I thoroughly agree with Mr. Grant that the library trade is a most interesting one and that it is a pleasure to do work for the trained librarian. The public library buyer or librarian knows what he wants, knows the best editions to buy, is satisfied to do busi-

ness on a fair basis, and as to accounts we are always sure of our pay. I also agree with Mr. Bowerman that the public library stimulates book sales. It surely does not seem to me reasonable, fair or just that book protection on a book lasts only one year. The books that are worth while are all of them longer lived than one year, and I should like to ask this association if it is not perfectly reasonable and fair that we expect the publisher to give us protection during the life of a book. Is it at all fair that the jobber and some publishers go into direct competition with the retailer, selling the retailer's customers at the same price at which the retailer can buy the book of the publisher or jobber, and sometimes at a lower price?

DON'T STOCK BOOKS OF DOUBTFUL MERIT.

It is not that we want to ask the library or the public higher prices for books. For I should be glad to see the time when fiction particularly did not exceed \$1.25, and in general when all books could be sold at a price that would seem satisfactory to reasonable minded book buyers. It is simply a proposition that the retail bookseller may not be compelled to sell books at a cost or at a loss. The question may be asked if a book is protected during life what shall we do with overstock? Answer is: If slogan "Fewer Books and Better" is lived up to we would not have any overstock to speak of. But if so many poor titles continue to be issued, my advice to booksellers is, don't stock the questionable titles.

In view of the keynote of this convention and the slogan printed on the program, also having in mind the splendid papers and discussions of yesterday and to-day, all, or nearly all, having so many not only uplifting ideas, but good, sound-selling ideas, and therefore being highly optimistic, I feel very reluctant, at the moment, at least, to express even the few opinions I have on the subject I have been asked to discuss. Still, I cannot get away from the belief that the subject is worthy of careful consideration and before this convention adjourns I sincerely hope we may have the consensus of its opinion as to whether I am right or wrong. [Applause.]

whether I am right or wrong. [Applause.]

THE PRESIDENT: Are there any other remarks on this paper of Mr. Grant's?

MR. STERLING: Up in Northern New York we have a library association including three counties, I think. I presume there are the same kind of thing all over the State and other States. Twice I have been asked to address our association, and I have found that it has been a very profitable thing to do. If

it has been a very profitable thing to do. If you booksellers have such associations in your neighborhood, it would be a good idea for you to get in touch with them. You will find they will help you as much as you help them. [Applause.]

MR. WILSON: I would like to say I am

down for a paper before the Pacific and Northwest Library Association on June 14th at their convention at Tacoma.

Mr. CLARKE: Next week, Friday, I address

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the Library Association of Massachusetts at Williamstown, including two other associations who take up the program after the first day of the main association.

THE PRESIDENT: I have here a letter which I will read, from Doubleday, Page & Co., as follows: "Messrs. Doubleday, Page & Co., present their compliments to the members of the American Booksellers' Association, and trust these few flowers from the garden of Garden City may be acceptable to the ladies of the convention."

I would like volunteers to distribute the flowers to the ladies.

[Mr. Kidd and Mr. Macauley responded.]
THE PRESIDENT: The next paper on the list
is "Fine Books as an Adjunct," by Mr. Ernest Dressel North, of New York City.

MR. NORTH: Mr. Chairman and Ladies and Members of the American Booksellers' Association: My topic reminds me of a story

of a friend of mine in Paris. He was on his way to the East with his wife, and one day they went out to the Zoological Garden. His wife spoke American-French and he spoke none. They saw in a cage marked "A Happy Family" a lion, a tiger, a bear, a leopard and a lamb, and he, being a religious man, thought of the Scriptural phrase that says "The lion and the lamb shall lie down together." His wife, however, being curious, stepped up to the keeper and said, "How long have those animals been together?" The keeper said, "Well, they have been together quite a long while, but once and a while we substitute the lamb." [Applause.]

I am under the impression from the practical tone of the papers I have listened to this morning that you thought it would be wise to have a lamb in this happy family. I am here. [Laughter.]

FINE AND RARE BOOKS AS AN ADJUNCT TO THE RETAIL BOOK BUSINESS. By Ernest Dressel North, of New York City.

Fine and rare books as an adjunct to the retail book business is a large subject to discuss in twenty minutes, the time allotted me by the chairman of your Program Committee.

SOME FAMOUS SONS OF BOOKSELLERS.

Let me commence this brief paper by calling your attention to the dignity and honor attached to the trade of bookselling as distinct from publishing. Strangely enough, many and varied have been the books written on the lives and exploits of famous publishers, but few have been the articles or books written on the importance of bookselling as a profession. What would the publisher do without the bookseller, and what would the bookseller do without the publisher? Let me recall to your minds two notable booksellers' sons. The redoubtable Dr. Samuel Johnson was a Litchfield bookseller's son. Anatole France was the son of a bookseller. Lord Macaulay was the grandson of a bookseller. We do not always realize what a blessing it is to have from childhood the background of a library, and the companionship of the world's best literature at our very hand. Robert Browning's father was a great student of medieval history and literature, and no reader of Browning's poems can fail to recognize how early in life and how completely this remarkable son drank in and absorbed the contents of his father's library. Charles Lamb states that when a lad he was turned loose in the library of Samuel Salt, the old bencher of the Middle Temple, whose scrivener was Charles Lamb's

I remember very well my first introduction to the rare and fine book business. After I had been with a firm for about two months I asked the head of the department for the privilege of getting off early to go and meet a train on which some one in whom I was deeply interested was returning to New York.

The manager hesitated, blew his nose, turned red in the face and said, "You know it is not customary for a person who has been here as short a time as you have to ask for such a privilege. You say that it is necessary for you to go?" To which I replied, "It is." "All right," he said, "go ahead. It don't make a damn bit of difference whether you are here or not." This was my undignified entrance into a dignified business.

NEW YORK BOOKSELLERS IN 1875.

I desire to call attention to the great changes that have taken place in the methods of bookselling, both in New York and elsewhere, since I first came into the business in 1875. At that time D. Appleton & Co. were on Broadway, near Prince street; J. W. Bouton on Broadway below Astor Place, Worthington & Co. on Broadway between Eighth and Ninth streets, Anson D. F. Randolph at Broadway and Ninth street, E. P. Dutton & Co. on Broadway and Waverley Place, George R. Lockwood on Broadway opposite Eleventh street, James Miller, Broadway, opposite A. T. Stewart's store; Henry Miller on Nassau street, Leggat Bros. on Chambers street, A. L. Luyster and Joseph Sabin on Nassau street, Pott & Young and Thomas Whittaker under the Bible House, G. P. Putnam & Sons were at 182 Fifth avenue, Scribner, Armstrong & Co. at Broadway opposite Astor Place, Dodd Mead & Co. on Broadway near Eighth street, G. W. Carleton on Twenty-fifth street, between Broadway and Fifth avenue.

Let me also call your attention to the fact that, with the exception of Dutton, Putnam, Scribner and Dodd & Mead, all these firms have either gone out of existence or have ceased keeping a retail department. D. G. Francis was in Astor Place under Clinton Hall, and John Wiley & Sons, next door, had a rare book department. As against these changes a few dealers in fine and rare books

have sprung up since that date, namely, George H. Richmond & Co., James F. Drake, Inc., George D. Smith, J. O. Wright & Co., Brentano's, Gabriel Weis, Henry Malkan, Francis P. Harper and a number of other lesser known retail booksellers.

DEPARTMENT STORES KEEP A FEW FINE AND RARE BOOKS.

Nobody knows better than the retail book-sellers gathered here at this meeting the effect and influence of the dry goods and department stores on legitimate booksellers. Wanamaker, Claflin, Macy, Frederick Loeser, Abraham & Straus and others essay to keep a few fine and rare books. This same change has come to other cities. When I first came into the business Porter & Coates and J. B. Lippincott were the conspicuous book dealers in Philadelphia. Estes & Lauriat, Little, Brown & Co., N. J. Bartlett, G. E. Littlefield, Burnham's, under the old South Church, and A. Williams & Co., the Old Corner Book Store, were the prominent shops in Boston. Since that time Little, Brown & Co. have practically retired from the retail business, while C. E. Goodspeed, P. K. Foley and one or two others have sprung up. Even Baltimore and Richmond are now without high-class book stores. In the meantime (I have never made a calculation per capita) I venture to say there are fewer dealers in fine and rare books in proportion to the population at ninety-one million than there were at forty-four million. On the other hand, the output of current books has increased enormously. As nearly as THE PURLISHERS' WEEKLY could estimate it the book production in this country for 1875 was something over a thousand titles. Last year the American publishers issued 10,135 new books, exclusive of new editions.

WHAT CONSTITUTES A FINE OR RARE BOOK.

So much confusion arises in this world from a misunderstanding of terms that I shall undertake to define at the outset what is meant by fine and rare books. Some of the subscription book men, who are now under indictment by the United States Government for using the mails to defraud, may differ from my definition of what constitutes a fine This, as I take it, means that a book should be well printed on opaque or hand-made paper and otherwise be up to the standard of perfect relation of text to margin and other conditions which go to make it perfect typographically. Binding should be substantial, artistic and appropriate—the three graces which constitute perfection in this art. By rare books are meant those books which because of their limited number or inaccessibility are greatly sought for by genuine collectors, and because of this fact have become almost unprocurable.

TASTE IN BOOKBINDING HAS VARIED GREATLY IN LAST FORTY YEARS.

Let me call briefly to your attention the great and varied changes in taste in the last forty years on the subject of what constitutes

a perfect covering for a book. There are men before me who will remember when a book bound in calf or tree calf with marbled edges was considered the height of elegance, and the old stamped leather in which Bibles, prayer-books and annuals were bound was considered the acme of taste. One word about fine binding. Perhaps there is no such thing as a settled standard in any branch of art, but it has come to be accepted by the fastidious that a perfect book, be it fine or rare or both, should be bound in levant morocco as the best medium for artistic decoration and the most lasting cover for preservation. I re-member many years ago stepping into an old book shop kept by David G. Francis in Astor Place, and, seeing the shelves full of annuals, I said to the old gentleman: "Can you tell me who is making a collection of annuals?" Instantly he replied: "Judging by the looks of my shelves, I am." I tell this anecdote in order to illustrate the fact that fine and rare books may be such an adjunct and so complete that the tail will wag the dog, instead of the dog wagging the tail.

It is probably a safe statement to make that there are not more than twenty-five men in the book trade in this country who really know a rare book when they see it and who have the knowledge and ability to bring together the buyer and the book. The dealing in fine and rare books is a serious undertaking and requires much knowledge, love for books, extraordinary business ability, besides considerable capital. On the other hand, the profits are large and the gambling chances great. There is now in London one of the most successful booksellers on Oxford Street whose stock is worth £50,000. He started life with a push cart, selling books at 3d. and 6d. apiece. He kept putting his profits into stock as quickly as he sold anything, taking out his bare living expenses, and to this day lives over

his shop in the prosperous but thrifty English way.

Fine and rare book buyers are not made in a day, but are generally those who have developed early tastes or who have inherited a love for books from childhood associations with fine libraries. It can be said with positiveness that the collecting of fine and rare books has not kept pace in this country with the gathering together of paintings, etchings, engravings and other works of art. One obvious reason for this is that a \$5,000 painting makes more show, a greater impression on the uninformed and weary rich than a Shakespeare Quarto. Why the collecting of art objects should, however, have gone so far ahead of the collecting of books I am not not able to determine. Certainly the habit of reading is greatly interfered with by the motor car craze, and, while all of us can read, most of us would rather lie down and die than think. In the words of Mr. Dooley, "Ye can lade a man up to the university, but ye can't make him think." It is also stated by those who sell their libraries during their libraries that sell their libraries during their lifetime that the pleasure is rather in pursuit than in possession.

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DEALER IN RARE BOOKS NEEDS SPECIAL TRAINING.

It is true that the number of men trained to this business is inadequate for the oppor-tunities offered. It requires a special understanding of values, as knowledge is needed in all business to be successful. The microbe of collecting is to be carefully cultivated and not killed. Sometimes booksellers are blind to their own opportunities. I well remember when I was representing one of the largest houses in this country, being sent to conduct an exhibition in one of the principal hotels in Boston. I called upon the members of the trade in that city who would naturally be most interested in such an exhibition. retail manager of the largest store dealing in a limited way in the material that was exhibited said to me: "I am afraid your trip to Boston will be futile, as no one in Boston cares for the kind of books you deal in." grunted but said nothing, and recalled with great glee the fact that on that very morning I had sold one of his own customers \$1,200 worth of books. This customer in commenting on the subject remarked; "I wish you would persuade Messrs. — (this very firm) to keep books of this character." In fact, it is the common statement made by many dealers in the smaller cities that nobody in their towns cares for fine and rare books.

A writer in a recent number of the World's Work has commented on the decay of the old bookseller, and to a certain extent this is true, but how could it be otherwise, or possible for a man to sell hammocks, stationery, school books, croquet sets and all the small things that enter into the stock of the average book store of a country town and maintain a high standard of information and intelligence regarding the business for which he has been so

ill fitted in this utilitarian age?

BOOK CLUBS HAVE ESTABLISHED HIGH STANDARDS IN BINDING AND PRINTING.

Special clubs such as the Grolier Club of New York, the Bibliophile Society and the Club of Odd Volumes of Boston, the Rowfant Club of Cleveland, the Caxton Club of Chi-cago and the Carteret Club of Newark have done much to establish a high standard of binding and typography among the book-makers of this country. Someone has said that the difference between an oil painting and a chromo is all in your eye. Surely this statement applies to the standard of what constitutes a perfect book. We live in the age of imitation—imitation leather, poor paper, poor paste, poor linen thread, not to mention the wire stitching and all those short cuts which make the difference between cheapness and elegance, and between high standard and low imitation. I have commented on the fact that booksellers, in order to make "fine and rare books" an adjunct to the retail book business, must know much about the goods they have to sell, must love them, and impart their own enthusiasm for their wares to the customer to whom they are trying to cater. I have yet to hear of a school for the training of booksellers in this particular branch, although library schools throughout the country have lectures on bookbinding, the manufacture of paper and all the arts which go to make up the fine book. One element I have not touched upon, and that is the element of profit. I have before me Mr. W. B. Clarke, of Boston, whose speeches and writings on the subject of profit and loss, discounts, expenses, etc., in dealing in modern books have been frequently published.

Let me briefly summarize what I have al-

ready stated.

First, that, although the population of the United States has more than doubled and the output of current books is ten times as great as in 1875, the dealings in fine and rare books have not kept pace with this increase.

Second, that the peculiar training required and the necessary capital prevent the average bookseller from launching his boat in such an

Third, the vast increase of wealth and interest in the fine arts should find an outlet in the purchase and ownership of fine and rare books if the taste is sufficiently cultivated and the appetite vigorously whetted.

Fourth, courage, knowledge and industry are the three qualifications most needed by the dealer who contemplates adding this interesting and fascinating and also profitable department to an average general book business.

[Applause.]

THE PRESIDENT: Is Mr. Hulings C. Brown, of Boston, here? Has he any remarks to

give us on this paper of Mr. North?

MR. Brown: I thought I was going to have Mr. North's paper to study over two or three weeks. I received it only this morning, but find he has covered the ground so well that I do not know that I can add very much to it.

THE PRESIDENT: Mr. Samuel Raines, of New York City, has also been asked to take part in the discussion of this paper. As he is not here, I will ask if anyone else has

anything to suggest?

MISS COWPER: Mr. North has spoken very ably, but I think he is a bit misinformed about the Wanamaker book store. We have a "London book shop," and as you know— probably the most of you—Mr. Warren Snyder goes abroad every year to pick up the choicest things in Europe and put them in that shop. For instance, there are there some of the best bindings of Rivière and others. We have some beautiful inlaid work now on exhibition. We have taken a part of our book department and made it a little store just for rare books, with little casement windows and all, and call it our "London book shop." I say this for the benefit of those here not familiar with our store, but we would like very much to have them come down and visit us and take a look at our book store.

THE PRESIDENT: Are there any other remarks on the matter of "Fine Books as an Adjunct"? Before we go on with the next paper I would like the opinion of the convention. Our program for the afternoon has

only two papers, and, though important and interesting, the probabilities are that we will be through by 3 o'clock. It has been suggested that it might be advisable to have then the report of the Library Committee, which we were to have attended to to-morrow, leaving us free all day to-morrow for our executive session. What is your wish in the matter?

MR. CLARKE: I move that we do that. The Library Report, I happen to know, is a very important one, one that every bookseller here should hear, and I think some of the publishers. By diverting it from the executive session it would be possible for all those interested to hear it.

[Motion seconded and carried.]

THE PRESIDENT: We shall be glad to have librarians who wish to come present this afternoon then. There is apt to be some difference of opinion, but I am sure that it

will be expressed in a very friendly spirit.

Another matter: I will ask those present to pass the word that the luncheon and visit to the plant of Chas. Scribner & Sons, which has been arranged for us to-morrow at one o'clock, is open to the ladies not delegates to the convention accompanying members—wives, sweethearts and friends. They will all be welcome.

The next paper on our program is on a vital subject. I am sure Mr. W. R. Barnes, president of the C. M. Barnes-Wilcox Co., Chicago, Ill., will have something interesting for us.

MR. BARNES: Mr. President, Ladies and Gentlemen: It is rather a far cry from a fine book to a school book, I fear, but I think that the school book business, too, is a very important adjunct to the bookselling profession, much more so, perhaps, than many of us realize.

THE SCHOOL BOOK BUSINESS-IT'S POSSIBILITIES AND PERILS.

By W. R. BARNES, of the C. M. Barnes-Wilcox Co., Chicago.

THE school book business is a very important adjunct to the bookselling profession -much more so, I think, than is generally realized by its members. I am glad to speak on this subject before this convention, not because I am wiser than others of you, but because I have given much thought to its possibilities and perils, to which most dealers are far too indifferent. I shall speak from the standpoint of the dealer, but I hope my point of view will be broad enough to be fair to the publisher and the public. In fact it seems to me that the conditions which are best for the dealer are best for the publisher, and both prosper best when the public is best served.

SCHOOLBOOK BUSINESS CONFRONTED BY GRAVE PERIL-STATE LEGISLATION.

As I travel about I hear much complaint from booksellers regarding the school book business. However well founded these complaints may be, let me warn you that unless concerted action is taken conditions are likely to be worse rather than better. There is a grave peril confronting the business, viz., state legislation. Let us analyze without extended argument the conditions under which the school book business is conducted.

First, in some states, the normal condition still exists, with little or no restrictions. Each educational unit uses such books as are best adapted to the local needs, or to the capacity of teachers and pupils, concerning which there is no uniformity. This is the best possible condition for both publisher and dealer-a wide open market, or the open door-and best for the public in that it offers the fullest opportunity for educational success and the utmost freedom for the development of the

individuality of both pupil and teacher. The only real objection on the part of the public is based on the slightly higher prices paid. Strangely enough, parents in spite of their devotion to our public schools, and notwithstanding free education, begrudge the money spent on text books more than any other necessary family expense. But as the prime object of the schools is to provide the highest possible standard of culture and most efficient education, the price of books should be a secondary consideration. The bookseller located in such a state is more fortunate than his brothers in other states. Still he complains, chiefly because he has to carry in stock a greater variety of books. But in this is his opportunity for greater profit.

AT 20 PER CENT. PROFIT THE B"SINESS IS WORTH CULTIVATING.

Right here, in order to determine whether the business is worth trying to save, let us consider its possibilities for profit. Under normal conditions, such as we are now discussing, the usual profit of the dealer is 20 per cent. of the selling price, or 25 per cent. of the cost. This is larger than the profit ever allowed under any form of legislation, which is usally 10 per cent. Although this 20 per cent. may not be an entirely satisfactory profit in itself, yet in view of the facts that the demand is created for the dealer; that the demand brings with it a considerable trade in supplies of various sorts, sold at a good profit; that the volume of business is quite large in proportion to the population, and can be conducted without proportionate increase of fixed charges, and usually on a cash basis, I submit that, even with this normal profit, the business is worth cultivating.

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SELLING SECOND-HAND SCHOOL BOOKS WILL INCREASE PROFITS.

I should like to express the opinion in this connection that any publisher who gives less than 20 per cent., and any dealer who asks more than list prices for his stock, under normal conditions, is making a mistake. He is hogging the present at the peril of the future. His attitude tends to an aroused public opinion, which may result in one of the evils mentioned hereafter. But no enterprising dealer need be satisfied with 20 per cent. gross profit on all his sales. There is open to him the opportunity of seeking and finding in the market many of the required books, either good second-hand, nicely re-bound, or new at cut prices. By so doing he can, as most dealers do, greatly increase his profit and at the same time, in the case of secondhand, or, as I prefer to call them, used books, he can greatly reduce the cost to the con-sumer. The demand for used books, in spite of prejudice and sanitary scare-crows, has constantly increased during many years. It is a curious and noteworthy fact that the school book business is different from every other sort of merchandizing in that jobbing houses have been established in Chicago, New York, Philadelphia, and Boston, which act as a clearing house for text books, taking in stock that is unsalable in one locality and disposing of it wherever a market may be found. And the greater the variety of books handled by a local dealer, which, as stated above, is one cause of complaint, the greater the chance of securing stock at special prices. Besides this source of supply the dealer can buy good used books from young people of his own town, the customary rate being to buy at one-third and to sell at two-thirds of list.

Some may think it strange that I should mention what every one ought to know, but the fact is that all dealers do not realize the possibilities of profit in this way and some are deterred by prejudice. There is a dignity, however, attached to second-hand books which is inconceivable with respect to any other merchandise, and the trade in used school books may be conducted in a very clean way. Only books in good condition are sold by the jobbing houses, some of them being rebound similar to new, and none others should be bought in locally.

WORKERS HANDLING SECOND-HAND BOOKS DO NOT CONTRACT DISEASES THEREFROM.

May I add a word of personal observation in regard to the sanitary aspect of this business, concerning which there is much talk. In forty years' experience of the business established by my father, with which I have been identified for thirty years, during which time millions of old books have been handled by many employees. I have never known of a case of contagious disease among our workers, even though a number of them have been young girls in our bindery. And I be-

lieve all others jobbers can testify to the same fact.

As evidence of the value of school book business to a bookseller in an inland town, let me mention a recent incident. A bookseller in Michigan told me recently an eastern manufacturer had visited his town with a view of possibly locating his plant there. One evening he strolled into the store of this bookseller, and after looking around for a little while expressed surprise at finding so complete a stock of books in a country town. And my friend in telling me of the circumstance added, "I couldn't carry a stock of books like this if it were not for the help of the school book business."

STATE LEGISLATION HAS THREE FORMS: STATE UNIFORMITY, COUNTY UNIFORMITY, FREE TEXT BOOKS.

I now approach the previously mentioned peril, State legislation, which is usually manifested in three forms, viz.: State uniformity, county uniformity and free text books. shall not take time to say much in regard to the last. The free text book system is already firmly established in New England and the Middle Atlantic States and in spots elsewhere, but at present it does not seem to be growing in popular favor. So far as the publisher is concerned, it reduces his business; so far as we are concerned, it kills our business; so far as the public is concerned, there are many arguments against it, which fortunately for us, our Catholic and Lutheran friends, who maintain schools of their own, may be depended upon to bring forward whenever it is proposed. As to county uniformity, it is the best system that has been evolved out of the State legislation, and wherever some form of legislation is imminent or pending, as it has been this year in several of the Central States, all booksellers, educators and the public alike, if they were wise, would work in favor of county uniformity in preference to any other plan.

The trouble is that the more or less esteemed legislator, sometimes influenced by self-seeking politicians and agitators who are looking for "jobs," reaches forward to something more spectacular instead of being satisfied with this simple plan, which, if, indeed, any change is wise, has been proven by experience to be the best. And the grave objection from a trade standpoint is that, usually, with county uniformity, as with State uniformity, is provided a reduced price to the public, largely at the expense of the dealer. It is generally done in this way. The publisher makes a contract price 25% off list price; the dealer is permitted to add 10% profit; the retail price is therefore 1/6 less than list. In other words on a book listing at \$1.00 the publisher sacrifices 5 cents of his profit; the dealer makes 8 cents, freight paid, usually by the school district, instead of the customary 20 cents, less freight, and the consumer saves 17 cents. Thus the dealer sacrifices 12 cents gross, or say about 101/2 or 11

cents net, while the publisher cuts his price 5 cents. This is not a square deal for the bookseller. I have nothing to say against the publisher; as the world is constituted, one could hardly expect him to give up more than he had to. But it is unfair for the legislature, representing the public, of which the bookseller is a part, to force a reduction in the price to the consumer, mostly at the expense of the dealer. I know of no other business in which any such thing is attempted. Why should the book trade of all lines of endeavor be thus crippled?

STATE UNIFORMITY VIOLATES LOCAL SELF GOVERNMENT PRINCIPLE.

State uniformity is the most vicious handicap ever placed upon the public school system. I wish I had the time to say all that I know and feel on this subject. From a trade standpoint the same objection applies which I have just mentioned—10% profit. But from the standpoint of the schools there are many serious objections which perhaps, it is not within the province of this paper to discuss in detail. Several educational journals have taken up the subject recently, and any one who is interested may send for the March (1913) number of the School Century, Oak Park, Ill.

Oak Park, Ill.

Briefly, State uniformity violates that fundamental principle of American politics—local self-government; it forces upon all the schools of a State text books which are ill-suited for some of them; it requires the use generally of inferior books, at lower prices. This saving in price is not a very important reduction in the family expense for the year and is usually more than offset by the necessary purchase of other books to supplement the State adoption.

STATE UNIFORMITY CONSIDERED A FAILURE IN THREE STATES.

That State uniformity is a failure is proven by the fact that three States-Minnesota, Washington, and Missouri-after some 15 years' experience, have turned from State uniformity to county uniformity. That it is unsatisfactory is further shown by the action of Kansas, which after an experience of 15 or 20 years with State uniformity, has "jumped from the frying-pan into the fire," by enacting a law providing for that most egregious folly, State manufacture of text books. And not only that, but also the law requires the manufacture by the State even of plates. Think of the cost of producing by the State of Kansas a set of geography plates, for instance, with necessary maps and illustrations! And what assurance have the taxpayers that books prepared under such circumstances would be satisfactory? Why did not Kansas give heed to the easily available experience of California? For 25 years the story of state manufacture in California has been one of disappointment to the school officials through inferior books and tremen-

dous expense to the public. Listen to the San Francisco Chronicle of January 17th,

"It may safely be said that the cost of the State Printer is double the price at which the owners of the plates would contract to deliver the printed books at all terminal stations in California, and meanwhile hundreds and hundreds of thousands of dollars have been paid by the State for equipment, and the machinery has wrecked, or is wrecking, an expensive building not constructed for such a purpose. The whole business is grossly, outrageously and irretrievably rotten.

"At times purchases of equipment and material have been believed to be corrupt. The employees have been paid day wages instead of by output, as in all other printing offices, and as their appointment is political, more attention is paid to politics than to printing. The whole business is a disgrace to the State."

This is not only the verdict of the San Francisco Chronicle, but of the school people of the State, who have resolved against this plan time and time again.

I have mentioned this matter briefly, merely to show to what extent any State legislature is liable to go, and to introduce the question: What can we as booksellers do to forestall this peril of State legislation?

HOW THE BOOKSELLER CAN HELP TO FORESTALL STATE LEGISLATION.

I have endeavored to show that the book-seller, not only in his own interest as a merchant, but as a citizen, considering the public welfare, is justified in opposing any form of legislation, and should do so. And in this connection may I be permitted to suggest: First, each bookseller has a certain amount of influence, not only of his own, but through his friends he may reach one or more members of the legislature. He should be alert and bestir himself whenever action is pending, and not sit idly by saying "What's the use?" He can talk to his friends, to school officials, get up petitions and write letters to members from his own district stating certain available facts.

Second, I would suggest that excellent results might follow if this association should see fit to take action. It might appoint a committee on legislation, or perhaps it would be better to authorize its officers to appear before any legislative committee that may be considering action detrimental to the interest of its members as business men and as citizens.

[Applause.] THE PRESIDENT: Is Mr. Collier, of Troy, present? I will ask him for anything he has to add or suggest along the lines of the paper. [No response.] Mr. Collier not being present, has anyone else anything to suggest on

the points brought out by this paper?

MR. HERR: In this connection it might be well to read a letter that I received from one who was once a member of the Association,

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requesting me to take his name off the membership list.

[Letter from Mr. Burden read by Mr.

Herr.]
I should be glad if this convention should suggest how I should address Mr. Burden urging him to retain his membership.

MR. CLARKE: In the list of subjects to be taken up to-morrow at the executive session have this school book matter. I have had letters of the same sort as that that Mr. Herr has just read. All that I could say to Herr has just read. All that I could say to them was that handling books at 20 per cent. advance means a loss, I don't care how you handle them. I did have it in mind to ask booksellers cognizant of the methods described in the case given by Mr. Barnes to get at every bit of bribery or corruption they could, to gather all such knowledge possible, and then to hammer away with it in their own localities, cities, towns or States. reformation is possible, I believe, only by direct action. I am very glad that Mr. Barnes has brought the matter up. As I understand it, a State like Illinois has a law to this effect-that a school book publisher whose goods are introduced into that State must sign a bond, a contract, to sell his books to municipalities, or to the State, or whatever it is, at exactly the same price as to the dealer.

There is something radically wrong in any such situation. It seems to me, if there is anything like a violation of the Sherman

Law, it is right there.

MR. CONOVER: We have had a good deal of experience with the school book trade. There is one phase of it you have not touched on that goes a long way to smooth over that ruffled feeling. You will notice this, that it is the children who come into your store for school books. In our town we are practically the only school book house; there is hardly a child in that town that does not come into our store. We say that is a good advertisement. Isn't it? If by some one thing you can get hold of the children and get your names and business published in nearly every family in that town, isn't it a very good proposition?

Mr. CLARKE: I think Mr. Conover's position absolutely tenable; but in Massachusetts we have no sales to pupils; they have ceased to come into our stores. Nor are there two private schools that I know of in Boston that use the same school books, and wherever we do sell them, anywhere from 20 to 30 per cent. come back. And we lose money, even though they take the whole let

though they take the whole lot.

MR. CONOVER: When a change is made in our school books we have an arrangement with the Board of Education by which we notify them and they take off our hands all the copies we have of the books, so we are relieved of any loss in that respect. Another thing—the second-hand school book—I will relate an incident that happened only the other day. There was a little epidemic in our schools of scarlet fever, and immediately the School Board came down and wanted

to know where we got our second-hand school books from. I never was so pleased in my life as I was to say we did not get a single second-hand book out of the city of Amsterdam. In the school trade we make some money on the exchange trade, and we get a good advertisement among the people of Amsterdam That is our position. [Applause.]

The President: I have here a suggestion

THE PRESIDENT: I have here a suggestion that has been offered for your action, that the convention send in its name the following telegram: "To Walter H. Page, of Doubleday, Page & Co.—The American Booksellers' Association, in convention assembled, sends its highest regards and the most sincere felicitations to you on the eve of your departure as Ambassador of the United States to the Court of St. James." What is your pleasure, ladies and gentlemen, as to this?

Mr. HUTCHINSON: I move that it be adopted by a rising vote.

[Unanimously carried.]

THE PRESIDENT: Mr. John G. Kidd has a

very brief message for us.

MR. KIDD: Gentlemen, this is an optimistic convention. Two years ago Mr. Frederick G. Melcher sounded this keynote, and again last year. This year he is not with us here, but he is still evidently in the midst of optimism and enthusiasm. This is the message.

VOTE FOR
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REPRESENTE GANDDATE FOR

INDIANAPOLIS DESERVES AN

HONEST BUSINESS

ADMINISTRATION

REPRODUCTION OF A POSTER WHICH AROUSED THE APPLAUSE OF THE CONVENTION, WEDNESDAY.

and after you have heard it, I think you will feel there is still some hope for us poor booksellers:

[Mr. Kidd then opened and held up before

the convention the large yellow poster reproduced on the preceding page. Laughter and applause.

[Adjourned 12:30.]

WEDNESDAY-AFTERNOON SESSION.

THE PRESIDENT: The afternoon program will open with Mr. Christopher G. Grauer's paper, "The Menace of the Reprints." Mr Grauer comes from Buffalo—the Otto Ulbrich Company.

MR. GRAUER: Mr. President, Ladies and Gentlemen: I think it a quite remarkable

fact that, although I have dwelt in the camp of my supposed enemies for two whole days, I have not discovered the slightest evidence that anyone has tried to poison me. If they wait until later there might not be enough left to poison. [Laughter.]

THE MENACE OF THE REPRINTS.

BY CHRISTOPHER G. GRAUER, of the Otto Ulbrich Company, Buffalo, N. Y.

In presenting the subject which has been assigned to me, it is not my intention to attack any persons or interests, notwithstanding the fact that my topic seems to call for a liberal use of high explosives and a vigorous denunciation of everything and everyone in any way connected with the publishing of 50c. books. It is farthest from my thoughts to inject bitterness into my statement of the case. The facts, as I have observed them to exist, must speak for themselves.

There may be wide differences of opinion as to causes, effects and intentions, but a fearless, truthful discussion of the whole matter will do more to bring about modifications, readjustments, unified opinion and a common viewpoint, than a century of complaint with never a facing of the issue.

I approach this task with malice toward none, but with the hope that I may serve with profit that cause to which we as booksellers and publishers have dedicated our lives. For I am persuaded that the interests of booksellers and publishers are so nearly one that what proves to be a menace to one is almost certain to jeopardize the interests of the other. We are two members of an indivisible whole, and we intend to remain so.

I am not unmindful of the courteous treatment I have received at the hands of those publishers against whose product I am expected to inveigh, and I wish to take this opportunity to assure them of my continued friendship and co-operation.

Of the 56 or more varieties of menaces which are served to the credulous bookseller along with increased rent, dishonest help and sundry other mental exhilarators which contribute to his indigestion, indignation and incapacity—physical and financial—the czar of the Programme Committee selected the one which lurks in the fastnesses of Popular Copyright Publications, and by the same authority he designated me as the victim to draw forth this terror.

All of this came about because I was once so indiscreet as to express my views in a letter which this czar subsequently drew forth and is even now ready to use as evidence against me.

REPRINTS NOT THE ONLY MENACE.

As a matter of fact I do not believe the Popular Copyright can claim the distinction of presenting the only menace to our business that is worthy of consideration. I was glad when I picked up the convention programme to see that the czar shared my belief and had called my friend from Springfield to enter the arena with a foe as formidable as the one I am called upon to vanquish.

We might just as truthfully speak of the menace of the Everyman's Library or the danger of the 50c. Juvenile, or the calamity of the Padded Poet, or some other threatening entity; but the Copyright has been called to the stand and the investigation must proceed.

ORIGIN AND GROWTH OF THE REPRINTS.

The Popular Copyright as it is commonly known is of comparatively recent origin. Within the past fifteen years it has risen from relative obscurity to unquestionable prominence. This marvelous growth has meant a staggering increase in the output of the publishers who through much travail brought it to life and under whose fostering care it has won its place among big publishing enterprises.

The public, ever alert for new things, soon recognized the 50c. book as a legitimate off-spring of the popular novel, and its permanent success was assured.

At first its benign influence was felt as a stimulant to trade during the dull months of summer. People departing on vacation trips and wanting something to read found the 50c. book and bought it.

The pleasure of being able to purchase for 50c. what had hitherto cost them \$1.20 was certainly a novel experience at vacation time when values usually shrink with the resources, and needs expand to a maddening extent.

It was soon evident, however, that this wonderful revivifier was not to be confined in its operation to the dull months. The sagacious publisher, whom I shall henceforth call Mr. Fifty Cent, saw the trend of things at once, and he succeeded in prevailing upon

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most booksellers to display his product in their shops the year round. Along with this development the public were being educated by frequent additions to the list, to expect any book they wanted to read to appear in this class, and they were seldom disappointed.

FIRST EFFECTS.

This naturally brought about three results. I. Many people who had hitherto purchased new novels as they were published ceased to do so. They knew they would soon be able to purchase them for 50c. and they were willing to wait.

II. Booksellers found their sales of best sellers shrinking; many statements to the con-

trary notwithstanding.

III. Clearance tables containing slow titles, shop-worn fiction, etc., and for many years a source of revenue to the bookseller, no longer attracted buyers at 50c., when for the same price they could secure fresh stock and com-

paratively recent best sellers. The salesman no longer beguiled the bookseller into buying 50c. books with the idea of interspersing them among his disreputable looking left-overs. The theory that the new books helped to brighten up the old stock had been exploded nearly two thousand years ago when The Master said, "No man putteth a piece of new cloth in an old garment for that which is put in to fill it up taketh from the garment and the rent is made worse." But the bookseller learned by experience what he had Ultimately the failed to acquire by precept. old 50c. books moved down the scale to become a respectable 25c. table while the new popular copyright took up the quarters it had forced the other to evacuate. This was the forced the other to evacuate. This was the first shock for the bookseller, but, like most seismic disturbances, its effect was noticeable in certain quarters only; while in others I doubt if the judgment trumpet will produce more than a yawn. We may call this the first menace. It was such to me and I am frank to admit I went down before it. Now our 25c. table looks so good to me I tremble for

TRADE DANGER IN INDISCRIMINATE DISTRIBUTION.

Mr. Bookseller has barely recovered from his first shock when he received his second. In the windows of news-stands, drug stores, cigar shops, jewelry stores, variety stores, and about every kind of a place but a tin shop and a stone yard, he saw displays of the very merchandise that formed one of the strong arms of his business. There were the books; there were the same enticing signs urging people to step within. The proprietors of these shops had been convinced by the blandishments of some hungry salesman that 50c. books would make a profitable side line requiring little investment, yielding a good return and drawing a class of people into the shop who would undoubtedly purchase other goods, and they fell before the arguments of that mighty agency of the book business-The Selling Force. There is one grievance which the bookseller holds against this ubiquitous salesman and his needy employer, and that is why in the name of common sense, if he wanted to place his wares in every shop, did he overlook the undertaker?

This wide distribution, which is the polite term for peddling, made competitors of men who never intended to go into the book business, and it dissipated the book buying instead of centralizing it.

Thus Mr. Fifty Cent, instead of building up the book interests, became one of the means of tearing down what the bookseller by patience and suffering and investment of money and life blood had built up. This indiscriminate placing of stocks representing no appreciable investment to be used as a weapon against the bookseller with his investment, his training, his experience, and his standing in the community, I regard as a menace pure and simple. I know it is difficult to prevent this, but a proper schedule of prices adopted by publisher and jobber might do much to discourage the practice, provided, of course, Mr. Fifty Cent considers the bookseller or the dealer who carries a representative line of books as his only legitimate outlet. It might also be controlled by a system of rebate on the annual purchase, modeled after the arrangement in use by L. E. Waterman Co.

I am not opposed to a wide distribution of this class of books, but I am opposed to this indiscriminate placing of them. Let us control and direct this mighty force in modern bookselling, and when I say "us" I mean booksellers and publishers; for it is a joint duty.

INFLATION OF THE LINE AND REDUCTION OF THE UNIT.

With the rapid increase in the sale of 50c. books, the vigilant publisher, with many of his novels unburied only because he had failed to call in an honest bookseller to perform the last sad rites, began to cast coy glances at the enterprising Fifty Cent firm rising with the swiftness of a wonderful comet with a still more wonderful tale.

He spread his net very artfully and soon Mr. Fifty Cent's modest little list grew and waxed fat with such live ones as he had been able to select, and such other disinterred ones as the crafty publisher has been successful in unloading upon him along with the living.

Booksellers began to believe they could sell anything brought out in this line and their purchases were made on the basis of this belief. I am sorry to say, however, the public did not share their faith, and soon there began to be accumulations of 50c. books in every stock, and the books looked as disreputable and shabby as the shelf-worn ones which they had forced to the 25c. table. Thither many of them went also.

Meanwhile, Mr. Fifty Cent was learning the bitter lesson that what looks like bait when you buy is actually a sinker when you sell. When this conviction roused him from his visions, he found himself with a fine collection of these leaden ones, with which he had submerged money, effort and hopes. He then

did what any other human being so placed would have done. He went among them with his pruning knife and cut the prices so low that a resurrection actually occurred, and he had the satisfaction of seeing his drays cart the departed ones away from his ware-bouse.

He was now ready to begin to accumulate a second supply of sinkers while to lively music groaning tables and show windows and four column advertisements poor deluded booksellers in all parts of the land were heralding the fact that by special arrangement they were at last able to offer the public 50c. books at the startlingly low price of 25c. Wonderful benefactors.

The public are frequently guilty of thinking. If any persons engaged in this mental exercise sought to discover how it was possible to sell a book at 25c. which formerly sold at \$1.35 without entailing a great loss, he was obliged to account for a shrinkage of \$1.10. This did not occur in the physical make-up of the book; in fact, the 25c. book was frequently a better book if regarded from this point of view, than the original edition from which it sprang. Where, then, it occur? I believe I am able to answer some questions relating to apparent inconsistencies in the book business, but I am free to confess this is one case where life seems too short for some of its tasks. I know how this occurs, and so do you. I know why it occurs and so do you; but my explanation is apt to look very weak to the public who find my competitors (and I am not finding fault with them) spending large sums of money to sell what I say represents a large loss. Try to take the public's point of view and say whether the explanation looks sound. This reduction of the price of the unit, whether intentional or

unintentional, I call the gravest of menaces. THE REDUCTION OF THE UNIT.

It is an incontrovertible fact that the smaller the profit which any article or line of merchandise yields the greater must be the volume of business done in that line in order to realize the same amount of profit which a line with a larger margin of return assures.

As a concrete example, let me use the following: If a book lists at \$1.00 net and costs the dealer 63c. or 60c., he has a profit of 37c. or 40c., as the case may be. If his purchase is 100 copies, his profit is \$37.00 or \$40.00, dependent upon discount. In order to secure the same amount of profit from books retailing at 50c., he must sell more than 200 copies. He pays freight on 200 books instead of 100. His expense of paper, twine, delivery, etc., are doubled, and he is put to the fine task of making two customers spend where one spent before. In the case of \$1.25 and \$1.35 books the proportion of increase imposed is even greater.

increase imposed is even greater.

Now if the unit is to be lowered to 25c. the troubles multiply at an increased ratio. The 25c. book is the bubonic plague of the book business. It is a significant fact that the profit on 200 popular copyrights is con-

siderably less than the profit on 100 copies of a new novel. Thus we see that the volume must increase as the unit is lowered; and I maintain that any system of education which imposes the task of increasing one's business by so large a percentage is wrong in theory and in fact.

The argument will be advanced that the 50c. book has produced readers from a non-reading public. This may be true; but it is difficult to prove. I suppose this is one of the things one must take on faith.

25C BOOKS POSSIBLE, BUT-

The clearance sales from the 50c. line have made the permanent 25c. line more than a remote possibility. I know there are scores of publishers and booksellers who laugh at the very idea of a regular 25c. line of novels, but I firmly believe some shrewd Yankee will yet achieve it, and when that day dawns there will be weeping and wailing and gnashing of teeth; for the perplexed bookseller who by dint of hard figuring and scheming succeeded in finding a corner of his store for the accommodation of the 50c. books will be driven to despair to find a place for the Popular Copyright's half-brother, the 25c. book. When there is added to these difficulties the playful practice which some stores have of selling 50c. books and 25c. books at any price from "beneath contempt" to "below cost," it will readily be seen that the average bookseller has some problems to meet.

This brings me to the old question of maintained prices from which the popular copyright has been exempt.

50C. BOOKS AT NET PRICES.

In the struggle for net prices, this fast-growing class was overlooked entirely, not-withstanding the fact that these books are occupying a more important place in the publishing world with every passing year. They have been allowed to go on their way without let or hindrance while every other book issued at a flexible price has been subjected to scrutiny and abuse. This special freedom encouraged price cutting. In every city of our land the slightest ripple of excitement in the book trade seemed sufficient provocation for selling these books at any price from 38c. up.

Only last week I received a circular from a well-known New York bookseller in which I was invited along with the dear public to partake of a feast of Recent Fiction at 45c., and on Saturday of last week I received a large catalogue from a mail-order house of this state in which the 45c. price on copyrights again gladdened my eyes. This comes after the booksellers' struggle of years for fixed prices with a living profit.

The inconsistency of some booksellers would be ludicrous were the situation less grave. It is about time we learned that any book worthy of publication should have the protection which a fixed price guarantees; and any book that cannot be published at a fixed price is not entitled to the support of the book trade and it should not be pub-

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lished. Popular Copyrights, unless issued at fixed prices, may become as much of a menace to the book trade as any other class of publications; and the menace will grow in propertion as the volume of business expands.

OVERPRODUCTION AND DUPLICATION OF POPULAR COPYRIGHT LINES.

In these days of large opportunities, when every avenue of life is crowded with jostling throngs, their arms outstretched for fame or for fortune, tantalizingly near yet ever just beyond reach, it is not strange that thousands of people with varying degrees of talent feel called of God to give a waiting world the great novel of the age. Manuscripts pour in upon the publisher by the hundred. Every author has distinct visions of his pet cantering to fame along with the best seller; but it is a lamentable fact that 98 per cent. of them are so lame with literary rheumatism that it is almost a high crime to call them from the obscurity and emptiness of their creator's cranium to a painful birth and a regretless death. Even these decrepit ones find their way into the Popular Copyright fold welcomed by none—interlopers, orphans supported by the charity of a patient people.

Many novels are published with a place on the Popular Copyright list as their real objective. Even reputable publishers have been known to enter into a contract for a 50c. edition of a book before the plans for the original edition had been completed. Books are rushed through the paces so rapidly as to make it almost impossible for a bookseller to say whether or not a title may be had in the cheap edition. His distress is increased by the impatience of the public clamoring for 50c. editions of uncompleted manuscripts announced for publication. Truly, our education runs swiftly; but not always wisely.

INEVITABLE COMPETITION FOLLOWS.

The phenomenal success of one publisher of Popular Copyright books is certain to invite the envy and covetousness of many people who cannot understand why they should not be able to do likewise. These human parasites feed off another's labors, and inoculation takes place. Soon the victim displays violent symptoms of Copyrightitis and Mr. Fifty Cent the second enters the book world a sad mixture of hope, ignorance and schemes.

The next time Original Mr. Fifty Cent goes to the publisher to arrange for a cheap edition of "Molly Murphy's Goat" or some other world beater, he discovers to his everlasting sorrow that a competitor, in his eagerness to secure the nucleus of a line, has already offered the publisher a ridiculously high price. No time is lost in making it plain to Mr. Fifty Cent that he has the cheerful alternative of raising the offer or of seeing the much coveted "Molly and Her Goat" enter the fold of his competitor. He goes away after much figuring and juggling, convinced that life is a dismal affair, and a week later he retaliates by closing a contract for an enormous edition of some other popular title

at a shockingly high figure. His honor has been avenged.

This competitive bidding is more of a menace to Mr. Fifty Cent and his rival than it is to the bookseller; but its iron enters his soul as well. He now has two or more chances to become overloaded where hitherto he had one. If any of these Fifty Cent Publishers the line on all-fours; so many others are have heart trouble, it will probably be found to have been induced by shock from watching their competitor's announcement lists too closely. Should a bookseller fall a prey to that disease it will be from some more natural cause.

It was probably the intention of the publishers of 50c. books to confine their publications to fiction. Even if they had rigidly adhered to this idea, the bookseller would have had to step to a lively pace to keep abreast of the latest publication. Now, the whole scheme has widened in scope and we have large lines of 50c. Nature Books, Theology, Humor, Mechanics, etc., to stock all of which would require a well-equipped shop given over entirely to this business.

THE "REPRINT" IS A SPOILED CHILD.

The 50c. book has been treated like a spoiled child, and it has grown just about as rapidly. It has been given the prominent place in the shop; it has been paraded before visitors and its merits have been highly extolled in signs which for extravagance of statement and for an enumeration of advantages surpass anything it has been my good fortune to behold. Regularly born into the book family, it is entitled to all the rights and benefits of the household. It should not, however, enjoy any special privileges which are denied to the other members of the family. It should be encouraged to grow, but it should grow strong in character as well as in bulk.

Let the 50c. man take a lesson from the vine-dresser who prunes and prunes that he may have a stronger vine and more abundant fruit. Before leaving this phase of the subject permit me to denounce the publication of those books which pander to depraved appetites and which sell on the assay of the filth they contain. If such books must be published, and I do not believe they must be, let them meet a sudden death with no pos-sibility of a resurrection. Books like "The Yoke" and "The Career of Beauty Darling" eventually reach the Popular Copyright class, and when we who pride ourselves upon our noble profession and the high ideals of our craft make it easy by a broadcast distribution reaching down almost to the corner store, for boys and girls, and for mentally depraved men and women, to procure with ease such literature (if I may be pardoned the term), we are degrading our calling; we are dragging our high ideals through the mire and we are forfeiting the respect and support of all cleanminded people.

THE "REPRINT" TIME LIMIT.

Probably the most difficult to control of all the 56 or more Varieties of Menace to which I alluded in my opening remarks is that of a Time Limit—a time limit under which no book should be reprinted—a time limit that will be fair to the publisher with his investment and to the bookseller as well.

So many books reach the 5oc. frontier with one foot in the grave; so many crawl over brought in under anaesthetic, still others are carried in on the shoulders of healthy books, and so few strong, sturdy, desirable books cross the border on their own legs, that if we could defer the date of the annual, or I might better say, the monthly exodus, if we could in some way extend the closed season, I am confident scores of burials would take place long before the promised land was sighted.

I sometimes believe publishers sit on an elevation with a strong glass watching the movements of their books, and ready at the slightest wavering to order a break for the 50c. line. Not a few, I am sorry to say, have nothing else in mind, and they seem to be succeeding. There are a few publishers whose plant appears to consist of a piece of manilla paper and a yard of twine, and they seem to produce a large share of the books for the Popular Copyright class.

It does not need an expert statistician to see that this tremendous output is glutting the market and that it is bound to call for action at no distant date. There are signs of a coming reconstruction even now. During the past year three or four conservative old houses have begun to market their own 50c. line. Why? I do not know. I do not care. Is it not reasonable to assume, however, that Mr. Fifty Cent, down whose throat six worthless books have been forced every time one good one has been wanted, has at last begun to revolt? Has he not learned the pangs of indigestion from over-eating and poor food? To me it is significant of a change. Shall we go on, publishing without restriction as to time, quality or quantity, or shall we look the question straight in the face and along with Mr. Publisher and Mr. Fifty Cent, try honestly to solve the difficulty to our mutual benefit? We must solve it together; for in no other way can it be solved.

If the output exceeds the capacity of the bookseller, or if the output is larger than the outlet, congestion, stagnation and surplus will follow. With these will come losses, cut prices and the permanent 25c. line—a thing to be combated to the end.

On the other hand, if the limit of time is extended; and I hope some day this may be done so that no cheap edition of a book shall be made under three years from the date of publication, the output will then shrink because while the good books will survive the poor ones will have been forgotten and the name Popular Copyrights will cease to be a misnomer.

BENEFITS AS WELL AS MENACES IN POPULAR COPYRIGHT.

In assigning this topic to me the Programme Committee, in a sense, have committed me to an attack upon the fifty cent book. The more study I have given the matter, however, the stronger has become my conviction that the Popular Copyright has virtues as well as any other class of books we handle, and I believe its offenses are not beyond pardon. If in presenting the question to you I have laid bare any wounds it has been done that they might be healed. In attacking some methods of marketing and in recommending certain changes to govern output, and profit, I have done so because I believe these existing things are wrong. I have large faith in the future of bookselling and in the men who by patience and devotion to the cause have brought this noble profession to its present high standard.

As we meet here from year to year, we must forget the struggles, the sufferings and the bitter years of unrewarded toil, and as comrades united about the camp-fires of a common cause, smile at the past and turn our faces resolutely toward the future, for in the future lies the goal that made the labors of the past possible.

[Continued applause.]

THE PRESIDENT: Mr. Grauer, they seem to want an encore.

MR. GRAUER: May I just say that I hope I may live long enough to get back to Buffalo.

THE PRESIDENT: I am wondering what our good friend, Mr. Kidd, of Cincinnati, has to say of this paper?

MR. KIDD: I do not know of anything to be said. Mr. Grauer has ably and judiciously presented this matter. The only thing that remains is to get some concrete way in which these reforms can be brought about. I feel that should be taken care of by the Resolutions Committee.

THE PRESIDENT: Has Mr. Adams, of Fall River, Mass., anything to say along the lines of this paper?

REMARKS BY MR. ADAMS:

I fully realize that my experience has been in a city which has not a book-buying community, but the conditions are not unlike those of many other cities larger and smaller.

At the outset I wish to say that local conditions of different places such as wealth, literary taste and, especially, the proportion of non-English reading people, are strong factors in affecting the book business.

Where there is an abundance of wealth and the desire to have everything up to date, the latest books, and especially in fiction, will be largely demanded, but where conservatism and limited means prevail, price will be considered and the inevitable law of supply and demand will prevail.

Books have been regarded by many as luxuries, and, with an increasing number of libraries, both public and circulating, many people who have not been inclined to pay \$1 and upward are ready and willing to pay

The reading habit is the one thing which is more vital to this ouestion than any other, and the underlying thought of this convention is to increase the reading and consequently the sales of books. The more people read the more they want to. All cannot depend on libraries; very many cannot afford to pay the price for new fiction and new books in general. Hence is it not far better that such people buy books at low prices rather than not to buy any?

A GOOD WORD FOR REPRINTS.

It is unfortunate that no statistics are available as to sales of new fiction or number of volumes published, but from the occasional figures given to the public by publishers of very large editions and the increasing number of different volumes of fiction published, I am inclined to make this statement—that the total of new fiction sold is relatively to the population as great as ten or fifteen years ago, except that it would be only fair to allow 10 to 20 per cent. for the unusual increase in our non-English reading population due to recent immigration. If this is correct, then surely reprints have not had a detrimental effect, but, on the contrary, the increasing sale of them has been a benefit.

There are many stores selling reprints which do not carry and are not warranted in placing new fiction or new books in stock. Any curtailment of desirable books in reprint form would both cut off business of such stores and lessen the reading habit or drive it to libraries and magazines. Surely profits on rebounds are greater than on club rates on mag-

azines, taken at 5 to 15 per cent.

More popular plays based on recent books are appearing than ever before, making a demand for the books at popular prices. A reader becoming interested in the cheaper books of a certain author, wants more and oftentimes will wish also the latest by that author. I think some publishers have found that the reprints of certain writers have awakened a marked interest in the books by those authors, creating a demand for titles not already reduced in price as well as being the best ad for future volumes.

PUBLICATION OF WORTHLESS NOVELS GREATER EVIL THAN REPRINTS.

A great menace perhaps, to my mind the greatest menace, against new fiction is not in reprints, but in the publishing of so many novels which have no reason for existence, the moral tone of which is creating distrust by the public and the rejection by libraries. This distrust has led very many book buyers to wait for a final verdict and buy those books which have stood the test of a few years and can be had for 50 cents, for it must be observed that a great many books live but a few months and have not sufficient merit even to be wanted in cheaper form. I have been interested in an annual sale, in one of the large cities, of fiction at 35 cents from one to three years old—in good condition—prob-

ably not a title would ever be issued in reprint, proving, I think, that the menace really is in too many titles and the poor quality of much new fiction.

A process of evolution in the publishing and selling of books has been and is going on. Thirty years ago, do you recall the cheap Franklin Square and Seaside Libraries in quarto form which to-day you could hardly give away; then 25 and 50 cent paper-covered books, and now the 50 cent cloth-bound reprints—these are wanted and have their place—the cutting off of publishing or selling these means in communities such as I have mentioned a decreased sale of books and greater dependence on libraries, magazines and newspapers.

I recall two men of ample means to whom I do not remember selling a book until they began buying rebinds and as yet do not even look at the latest publications, but buy freely of the cheaper books.

DATE OF ISSUE OF REPRINT SHOULD BE ANNOUNCED SOME TIME IN ADVANCE; GREATER PROFIT MARGIN NECESSARY.

The argument used that people will wait for a reprint edition at a lower price, I find, now has little weight. There are two features which should, however, receive attention: First, regarding date of issuing in cheaper form—either there should be a fixed time before such is published, or, perhaps better, that publishers should advise dealers some months in advance as to when the book is to be put into reprint form. Second, the margin of profit—in the past and to some extent now too many cheap editions have been sold at too low prices. This matter can frequently be adjusted by the getting together of local dealers, for I know several large cities in which prices of popular copyrights have been advanced from 45 cents or less to 49 or 50 cents, and publishers have gladly co-operated.

Whether this subject is intended to cover the juvenile rebinds I do not know, but I

Whether this subject is intended to cover the juvenile rebinds I do not know, but I wish to say that the children are to be the future buyers of books, and we should do everything reasonably possible to encourage them to buy books and have their own libraries, but they cannot all pay \$I or more for a book.

A little girl recently came into my store. Her dress indicated restricted means and her conversation showed foreign descent. She wished a certain book at 25 cents and spoke of two others which had been recommended at school and which she had read. One at least would have had the endorsement of the writer of that able paper of a year ago.

A few years ago a young man hardly more than a boy wanted to know if we would put aside a copy of "American Government" and let him pay a little at a time.

CHEAP REPRINTS OF STANDARD JUVENILES SOW GOOD SEEDS.

Do you suppose I am going to eliminate 25 cent juveniles, even if reprints? For the girl wishing such may be a Mary Antin. Nor am I going to refuse to encourage a boy

desirous of knowing the workings of government and thereby making a better citizen, even though the book in question does not pay a desired profit. And I doubt if there is one present who, after careful study, would

do differently.

This morning it was stated that children's trade had been largely lost to the book store through the loss of school book trade. This seems to prove that children's trade is recognized as a valuable asset; therefore encourage the children to buy even low priced books. We would better sell a book at 25 cents with a ½ discount than a school book of the same price at 25 per cent. I believe it also desirable to have several editions of standard books at different prices, such as "Treasure Island," "Black Beauty," "Child's Garden of Verse" and others recommended by Mr. Bowerman, because the cheaper often helps to sell the better, and it is far better for us and the child to sell low priced good books and form the book habit than that the same amount be spent in the growing candy habit.

We were told this morning of the books to be recommended in connection with the Boy Scout movement. I believe the great majority of Boy Scouts have limited means and will only buy books at low prices, and, having bought one, will buy more.

Therefore, let the children have juveniles in rebound editions, and instead of being a menace these books may be good seed which will multiply with the passing years until the children of to-day become the buyers to-morrow of good fiction and good literature in either original or reprint editions, according to their means.

THE PRESIDENT: Has anyone else suggestions or ideas suggested by the paper? The next number on the program, the last paper on our list as prepared by the Program Committee, "The Revival of the Religious Trade," will now be read by Mr. George W. Brazer, of the Presbyterian Board of Publication, New York.

MR. BRAZER: Mr. President, Ladies and Gentlemen: When the chairman of the Program Committee looked over the program he thought that it would be well to inject a little religion into it, and, finding it would be impossible to pass around the hat, poured his persuasive qualities on me and beguiled me into preparing this paper.

REVIVAL OF THE RELIGIOUS TRADE.

By George W. Brazer, of the Presbyterian Board of Publication, New York City.

THERE is nothing more worthy of an optimistic note than the present condition of the religious book trade. Without an exception, the denominational houses show a steady and most satisfactory increase in business from year to year. In addition to this they have reaped their share of profits derived from the improved condition of the general retail book business, which is due very largely to the persistent and successful work of the American Booksellers' Association. This fact should inspire the religious publishers to exert every influence possible to assist this association in advancing its interest and upholding the principles for which it has fought for so many years. It has been said that "Nothing has been done but what might have been done This question confronts us at this period, and just what must be done to foster a still greater revival of the religious book business is the problem to be solved. Literature of a good wholesome character is one of the greatest factors in the building up of good morals, and plays a most important part in the making of a man; therefore we should have no hesitancy in exploiting our business and taking advantage of every opportunity to promote the sale of religious literature.

RELIGIOUS BOOKSTORE SHOULD STAND FOR ALL LITERATURE OF THE HIGHER TYPE.

The speaker would suggest a few methods which may stimulate the trade and create a greater demand for good books. The careful selection of our stock is the first important consideration. Many books are published to-day that could well be spared from the shelves

of a religious book store. Our constituents look to us for the very best in literature, and should we, through intent or ignorance, sell them those that are "tainted," confidence would be sacrificed and patronage perhaps lost forever. In the average denominational book store of to-day is found a scarcity of the standards, poets and higher literature. Is there any good reason why we should not make a specialty of a stock of this character, and impress upon our customers the fact that a religious book store stands for literature of the highest type from the Book of Books to the best of our modern writers? Would it the best of our modern writers? not be appropriate to devote a section of our store exclusively for the accommodation of books of this kind and insist that an attractive supply is kept on hand at all times? A warning word may be sounded at this point regarding the listing and stocking of books of careless and irresponsible manufacture, both as to the exterior and interior of the book. Some of the cheap juveniles of to-day should be read very carefully before we place them in our Sunday schools and Christian homes. Exploits and escapades of almost superhuman heroes, accounts of the performance of impossible deeds under improbable conditions, and also an utter lack of respect for the grammar of our forefathers, abound in many of these publications. The children of this generation crave the stories of twentieth century heroes and cling to those things that are real. If we impose upon this healthy and promising condition and present improbable characters and events who can estimate the harmful results on the minds of the young?

ATTENTIVE AND INTELLIGENT SALESPEOPLE ESSENTIAL.

A corps of polite, attentive and intelligent sales people is another essential asset in assuring an increased business. Politeness and attention are expected from every sales person, but in no other line of commerce is the demand so great for intelligence in this particular as in the retail book business. In a recent address before the Booksellers' Provident Institute of London Sir W. Robertson Nicoll, D.D., editor of the British Weekly, made this statement: "I have never met with anything but civility and intelligence in book-sellers' shops." Truly this was a great compliment from such a master mind to the booksellers of England. As this worthy divine has toured this country no doubt we are privi-leged to claim our share of the honor. The customer is entitled to every consideration, no matter what his disposition may be. One of the greatest American merchants said: "When a customer enters my store forget me. He is king." Our trade is peculiar in that we are supplying the implements of warfare to those who are expected to lead the people in character building and the cul-ture of higher ideals. When a customer is uncertain as to the best book on a given topic he naturally expects the clerk to direct him to the proper volume, and if in so doing the clerk displays the necessary intelligence a customer has been secured for all time. On the other hand, should a lack of knowledge be expressed and the clerk be unable to obtain the required book the customer is left at sea and in all probability will enter some other harbor.

DENOMINATIONAL PERIODICALS COULD DO MUCH TO HELP RELIGIOUS BOOK TRADE.

Almost all of the denominational houses control the publication of various periodicals, some of which have an enormous circulation. Do we fully appreciate this valuable medium for the exploitation of our books? Are we not paying for articles on different subjects in order to fill up our columns when the same space, in many instances, could be devoted to a readable item concerning some worthy publication. This, the writer believes, would appeal equally as well to the subscriber, foster the sale of the book and save the expense of the space taking article. The mere mention of a title is ofttimes meaningless, but a synopsis of the story, showing the lesson and intent of the author, seldom fails to attract the attention of the reader. If in every periodical a given space was allotted to the book end of our business, instead of devoting it to the exploiting of the ordinary products of the age, advertisements of which the average person sees many times a day in street cars and elsewhere, a revival of the religious book trade, far exceeding the most

optimistic vision, would result.

Seldom does the average preacher present the topic of good literature to his congre-

gation, and yet this is a most vital subject, particularly to those of adolescent age. If we could prevail upon our ministers to preach a sermon on the "Influence of Good Books,"
"Books That Have Helped," or some similar
title, at stated periods during the year, who can conceive the vast influence for good which would naturally result from such discourses? It would also prove helpful and encourage the reading of better literature, to mention from the pulpit more frequently certain popular uplifting books of the times. If sufficient of the story was given to arouse the interest of the hearers it would create a desire for a more complete knowledge of the book. Such a plan would educate the public to the importance of keeping in close touch with wholesome publications and emphasize the indisputable fact that good literature is the foundation of good morals. The real object of the religious publishing house is to disseminate religious literature. This being a fact, why should not our ministers, appreciating this object, exert every influence and endeavor in every possible way to create a demand for our publications, realizing that every good book placed in a home stands as a monitor, directing the mind to higher ideals. This would aid him in his great work, and at the same time increase the business of his particular denominational house.

REVIVAL OF SUNDAY SCHOOL LIBRARIES ON MODERN PRINCIPLES SUGGESTED.

Sunday schools are fast relegating to the rear the old time Sunday school library. This is especially true in larger cities, where the public libraries are endeavoring to supply the demands of the reading public. This does not indicate that the Sunday school library, as a library, was a failure, but only emphasizes the fact that literature must be available, and that the demand is constantly increasing for wholesome, readable and plausible stories. "Why was it necessary to abolish our Sunday school library?" asked a progressive church worker. The answer came: "Because it was not patronized." In other words, the contents of that particular library did not appeal to the boys and girls of the present age. This is the reason and the only reason why the library failed to be appreciated by the chil-dren. If we would analyze the average Sunday school library we would discover that a large majority of the books contain accounts of impossible, sugar-coated characters, which to the ordinary child of this age are nauseous and distasteful. The illustrations are far from works of art, arousing a suspicion in the reader's mind as to whether the hero or heroine existed in this world or represented some other unknown realm. If good literature is in such demand that philanthropists are willing to spend millions of dollars to gratify the desires of the general public in this respect, how could a Sunday school invest its money to better advantage than in providing a library composed of attractive, readable and character-building stories for the use of its scholars? Never was there a period when such publications were so numerous as at the present time. Our denominational houses are continually publishing modern stories of this character, and indeed some of our most progressive non-sectarian publishing houses are placing on the market the finest type of Sunday school library books. Teacher training classes, men's clubs, young people's leagues, mission banks, Christian Endeavor societies and like organizations are at the present time securing libraries for the use of their members. Why should not the Sunday school follow the tendency of the times, and instead of abolishing this most important adjunct destroy the objectionable and unattractive books and replace them with those that are up to date and pleasing. This would save the Sunday school library and give the scholars proper brain food for digestion, building up not only the mental tissues, but also elevating the spiritual life of the reader.

MINISTER AND CHURCH WORKERS MIGHT BE INTERESTED IN ADVANCING SALE OF GOOD LITERATURE.

Should not every avenue of church work be used in the interest of the best in literature? The minister, the boards of the church and all church and Sunday school organizations could be enlisted in the work of distributing and advancing the sale of proper and helpful publications. This would aid character building, help to cultivate higher principles, and who can compute the benefit to the world at large? In one denomination every minister is considered a book agent, and is urged to advance the sale of denominational literature for the benefit of his own publishing house. If this same plan could be adopted by all denominations, and the ministers fully understood that a part of their duty to the church and congregation consisted in promoting the reading of helpful publications, the problem of book dissemination would be solved to a very great degree.

"MAN ON THE ROAD" TOO MUCH NEGLECTED.

Another valuable means of distribution is the "man on the road." Are we utilizing this method to the fullest extent? The publishers of secular books appreciate this medium and have salesmen covering all sections of the country at stated periods during the year. If this proves advantageous in the secular line, why should it not apply equally well to the religious trade? We are living in an age when goods must be carried to the consumer, and it is therefore essential that our publications should be placed in the store of every bookseller, whether he wants them or not. How better can this be accomplished than through the wonderful, magnetic, and sometimes hypnotic, influence of our modern traveling man. In many cases strenuous arguments must be used to induce some booksellers to stock religious books. A few pub-

lishers in our particular line have availed themselves of these representatives on the road and testify to the good results. Should all of our houses follow this good example a wonderful impetus would be given to the trade. It is true that the mail order business is becoming more popular every day, and indications point to a revival of this means of distribution when the parcel post embraces the book line. This method, however, will never supplant the versatile salesman.

While these suggestions may apply particularly to the denominational houses, if adopted by other publishers of religious books the results would be equally beneficial to them. The demand for literature of this character will depend largely upon the religious fervor and Christian activity of the world. If, therefore, we can create in the minds of the preachers and other Christian workers a desire to promote a campaign in the interest of good literature the world would be made infinitely better, character would be exalted and the revival of the religious trade appear.

[Applause.]
THP PRESIDENT: Mr. Brazer's topic is to be discussed by Mr. Jacob A. Wirth, of New York City.

REMARKS BY MR. WIRTH.

Mr. Chairman, Ladies and Gentlemen: This paper by Mr. Brazer was certainly admirable and strikes no uncertain note. Criticism has been made here of the quality of the books some of the traveling salesmen recommend. Your reputation is sometimes at stake when you have to get rid of that book to earn your salary, and remember that they have to earn their salary. But we have to be very careful about the books we recommend to Sunday schools or to preachers. When a preacher comes in and asks me if a book is good, I say when it is no good. I cannot bear to sell a book that has no "brains," that will be of no service to him, but I do not think it is my duty, when a person comes in, to criticise a Sunday school library book or a theological book. If they criticise it and you find there really is nothing in the book, you should so inform the purchasers. Salesmen can tell us what kind of books they want. That seems to be a good point for salesmen. They should call our attention to the criticism of the

In regard to a high standard of books in a denominational house—I thoroughly believe in that. I have been long enough in business to know that if you are in business you have to carry high standard books, those of the highest order, because your ministers, Sunday school teachers and buyers in time will come and buy a better class of books if you have them. A mother comes in for one of these religious books—they come many times—and says, "My girl or boy is thinking of leading a Christian life." She wants the boy not to smoke or drink or get into questionable habits. She says, "I am not winsome

enough to win the boy. What have you got that will help me?" You see the standard we have to hold up? We cannot afford to recommend a book that cannot come up to these

Reference has been made to having ministers call the attention of their congregation to the good qualities of some books you may have to offer. But don't offer them a book to do it. Don't say, "If we get so many orders from your congregation, we will do so and so." If you have got a book that is worthy of exploitation to the congregation, write the minister a letter and tell him so, and send him a copy of the book and ask him to return it after he has read it, and that, if he can recommend it, you will be pleased for him to do so.

"MAN ON THE ROAD" DOES CONSTRUCTIVE WORK.

All you regular booksellers know the "man We have a man on the road on the road.' named Dr. Blake. His business is that of a bookseller, although he is the corresponding secretary of the Board of Sunday Schools. He has to go out and create, as we call it, conventions over the United States. We have them in New York City and Brooklyn, and all over the United States, and hundreds and sometimes thousands will attend. They are trying to create in the Sunday schools all over the country better systems of teaching, better attendance among the scholars, etc. The teachers themselves must be better instructed-must know more about the Bible, religion, good literature and higher ideals. To that end committees have been appointed, and they have compiled lists of books which carry out those ideas. Now the books recommended are not published by any one house, but by all the houses, which get up little pamphlets like this Idisplaying pamphletl, which we call "the Primary Department," which tells those interested in that grade of scholars the books that are best for that age of children, giving them the price, where they can get them, etc. There are similar lists for other grades. Each recommends all the way from fifty to one hundred books. The increased sale of these books listed is remarkable. We find that those teachers are beginning to wake up; to learn that they must read if they are going to know more than the scholars of over ten years; that the latter now often know about as much as or more than the teacher who teaches them.

This is but one of the means by which the denominational houses are trying to increase the sale of unquestionably good literature.

THE PRESIDENT: We are also to hear a discussion of this paper by Mr. Louis D. Turk.

REMARKS BY MR. TURK.

Mr. Brazer's essay is so good that there is very little to criticize, but I may possibly add one or two details.

DIFFICULTIES OF THE SMALLER DENOMINATIONAL HOUSES.

Conditions in the religious trade are much the same as in the irreligious. The large houses get the large discounts, since publishers' schedules are in the main based on the the size of order; and the smaller houses subsist, or try to, on the crumbs of discount which fall from the publishers' tables. This gives me, as manager of perhaps the smallest publication boards, a different point of view from that of my neighbors, Messrs. Brazer and Wirth, who are connected with the giants

among denominational boards.

It has long been realized that the average bookseller in the smaller cities could not live long on the profits from his book business. To keep the business going he must buttress it on all sides with lines of stationery, wallpaper, sporting goods, etc. The small denominational board also has side lines. In my own establishment, apparently a book store, the side lines, chiefly Sunday school and church supplies, do not merely help to support the business. They, in fact, furnish three-fifths of the gross business and all of the profits. Books are retained to add tone and to avoid a change of name. What is needed by denominational boards, both large and small, is the common need of the trade at large, namely better rates of discounts on small quantities. This need is possibly felt more in the religious trade than among ordinary booksellers, for there are scores of religious books which, although past their first sale, ought to be kept in stock, perhaps one or two copies of each. Publishers injure themselves and their authors when they refuse to sell at better than 25 per cent. on small quantities of such books.

DISCOUNTS TO MINISTERS MUST BE ABOLISHED.

The special needs of the denominational boards, as I view the matter, are, first, the abolition of discounts to ministers. Such discounts are absolutely contrary to both the spirit and letter of all the many rules and agreements made during the past years by this association and by the American Publishers' Association. The chief offender is a great merchant operating in the two chief cities of the East, whose orders are so huge as to place him quite outside the control of the publishers.

AND TRADE DISCOUNTS TO ORGANIZATIONS STOPPED.

The second need of the religious trade is the restriction of trade discounts to booksellers. It has long been the practice of publishers to allow discounts to certain organizations, which practice they defend by saying that other publishers do it and also that these concerns are booksellers because they sell to their own members. I submit that sales at cost or a little above to their own members and employees do not constitute a claim to trade discounts as booksellers.

Another practice of certain publishers which bears rather heavily on the religious trade was hinted at yesterday by Mr. Schenck. I refer to the circularization of our various constituencies for direct orders by the houses referred to. One such concern maintains a special department, which, as soon as a new series of religious books is projected offers the books on direct orders at 20 per cent. discount. The discount to the trade is 25 per

I listened yesterday with much interest to a paper on the problems of bookselling in a small city. I hope that some time a courageous bookseller will write a paper on the problems of the small bookseller in the big city. You will find this an interesting and involved problem and one whose correct solution will prove very helpful to the small booksellers, whether in large or small cities.

The Convention proceeded to take up the voluminous report of the Committee on Relations with Libraries. This Committee reported that it had been unable to come to any conclusion with the joint Committee of the American Library Association. A motion to refer the matter back to the Committee for adjustment and report at next year's Convention was lost after some discussion. It was voted to table it for later action.]

[The session adjourned at 4:52.]

THURSDAY MORNING-EXECUTIVE SESSION.

THE PRESIDENT: Gentlemen, this is a family gathering, we might say, having come here to talk over between ourselves matters that are most directly interesting to us. Undoubtedly there is nothing to be said that could not be listened to by the public at large, but in view of the fact that this is an executive session I want to announce courteously but firmly if there is any one here not a member of the Association we had rather have him join the Association at once and be a member. We are going to have this executive session for our members and we want only our members here to participate. We will pass at once to the report of the Executive Committee, which was made at the opening session on Tuesday morning.

MR. CLARKE: From force of necessity the chairman of this Executive Committee has to be in evidence a good deal of the time, much to his own disgust. The Executive Committee has simply crystalized what it gets from anywhere and then acted as one man representing the majority sentiment of the association.

Let me mention another thing. While all our officers try to fill their position in a way covering the entire country, when it comes to having anything done it is hard to collect them; and things have had to be done by the members in the immediate vicinity that could be got together at a minute's notice. That is one reason why certain offices have to be filled by those in the east. The Advisory Board, however, is supposed to cover the country. They ought to do something to get together, as Mr. Arnold recommended yesterday. There is nothing so good as a good Booksellers' League in every city, which shall be in communication with the headquarters of the National Association.

[Mr. Clarke here introduced a letter from a member bringing up the "postage extra" question. He then introduced a resolution providing for the association's endorsement of the Postal Progress League's effort to have books put into the parcel post and to eliminate the zone system. This resolution was discussed at great length, several members pointing out that a change, if partial, would only make things worse.]

Mr. NUSBAUM: That is my point. Let us

confine ourselves to the parcel post. We are trying to get the postmaster general to change the zones.

MR. CLARKE: That will take care of itself. We will get the lower rate later. We want to stop this unjust discrimination in which we have not been strong enough to stop the catalogue houses from not adding postage.

MR. HERR: For the time being then we are going to drop the "postage extra" business?

Mr. CLARKE: No, we are going to keep that fife going too.

MR. GRAUER: Will you please read the resolution on which you desire action?

[Mr. Clarke reads resolution again.]

Mr. Schenck: In asking for a change in the arrangement of the zones do we not remove a barrier which we now have against the mail order houses coming into our territory?

Mr. CLARKE: No.
Mr. HERR: I would like to say that I believe it would pay local booksellers to go after business that is going out now to the order

Mr. CLARKE: I think what Mr. Herr says is absolutely true. This is the biggest step we can take toward undermining that mail order house business. It is the thing we have got to do to keep up with the procession.

MR. GRAUER: May I ask if it wouldn't be better for us to split this question by adopting that part of the resolution which provides for the extension of the privileges of the parcel post to books without endorsing necessarily the work that is being done by this Postal League? Is it desirable that we take that action; I don't know whether it is or not.

Mr. CLARKE: We don't endorse them personally. MR. GRAUER: We endorse the zone rates.

MR. CLARKE: That is all we are endorsing. MR. GRAUER: I should like to have that motion split in order to give it my endorsement, for the reason that I am not sufficiently acquainted with all the work being done by the other organization. I am heartily in accord with the first part of the resolution. If it would be in order I would move a substitute for that resolution.

MR. NUSBAUM: This matter has to be referred to the Committee on Resolutions anyhow, hasn't it?

THE PRESIDENT: It probably will be, but there is no reason why separate action should not be taken. Here is a resolution.

Resolution is read again.]

Mr. Hutchinson: Do the gentlemen realize that that really means an increase of the postage on books, unless on a combination of books. We can send the books cheaper now than we could under the parcel post to any distance. We are shipping them at 8 cents a pound now.

MR. CLARKE: We will get a 5-cent a pound rate anyway; 5 cents for the first pound, that is. We will be better off in every par-

ticular than we are now.

The discussion on this point continued at

some length.]

Mr. WILSON: A great volume of our mail order business comes from Alaska. It seems to us that if this goes through it will increase our postage to Alaska. We pay 8 cents to Alaska now.

A MEMBER: We ought to get the same postage or the same classification as the magazines, I cent a pound. Magazines have that

privilege and even get it on advertisements.

MR. CLARKE: I hope that that would come

eventually.

Mr. Macauley: It seems to me that if this reform of the zone system is being adjusted we had better lie low and not monkey with the band wagon; we stand a chance of having an extra postage put on us.

MR. HERR: I think the resolution, as Mr. Clarke has put it, is the way it should go through to make it efficient. It seems to me

a mistake to split it up.

MR. CLARKE: I am inclined to think so.
MR. SCHENCK: We are consuming a large amount of valuable time in this discussion.

I don't believe in it so I move that the mat-

ter be laid on the table.

On call, the resolution was read again for the fourth time, but, after considerable further discussion, the motion to table it was

[On motion, after further discussion, the resolution was referred to the Committee on

Resolutions.]

MR. CLARKE: There are some other things here that I don't know just how to ask you to handle. There is still the thing we have asked the publishers for so many times, and that is the question of a third minimum dis-

THE PRESIDENT: Are there any suggestions? [On motion, after some discussion, the mat-ter was referred to the proposed Board of

IMr. Clarke referred at length to the pending Oldfield Bill, but no action was taken.]

MR. CLARKE: Here's another thing-failure to include juvenile books in the net class. believe the Penn Publishing Company has found that "the road to grace"—is that the way they put it?—[laughter] and has done so, but others haven't yet. What have you to say? Another question is that of the retailers selling at the jobber's rate. Do you wish to

take any action on that point?

MR. HUTCHINSON: I had occasion a while ago to go to Mr. Clarke's and I got a 10 per cent. discount. I went out thinking how Mr. Clarke was asking other people to make 331/3

per cent.

MR. CLARKE: We are not publishers. The fact is that such exchange business is a matter of trade courtesy-you will make a loss

of it every time you do it.

Mr. Conover: We happen to be the largest book and stationery house in our place and the smallest stationer or bookseller can come in and get what he wants at a reasonable rate, so that he can make profit on it. By that means we have kept on good terms with all our competitors. I would not give up that right for anybody. If a dealer wants a 50-cent book we let him have it for 40 cents; and I don't care what rule you pass, we will not vary from that.

MR. 'ARNOLD: It doesn't seem to me that we need to pass any resolution; we can leave it to the individual bookseller to see if he is

making money or not.

THE PRESIDENT: Is any action desired on this question?

[No action was taken.]

Mr. MALKAN: How about juvenile books? I have spoken to a great many booksellers who handle new books, and I have yet to find a single person who does not want juvenile books put on a net basis.

THE PRESIDENT: Is there any action desired? MR. HERR: I move it be presented to the Committee on Resolutions for their considera-

[Motion carried unanimously.]

Mr. CLARKE: One of the other very important matters is the question of the absence of permanent net price on old and salable books. That's the weakest spot we have to-day in our Why should we have left in our business one weak link that makes it possible for the jobber constantly to undersell us or the catalogue house?

MR. ARNOLD: It seems to me the reason we have not touched upon this point is that we haven't yet established net prices. There are three places in New York at the present time that are not selling books at the net prices. Until we establish a net price system why go further and establish it beyond the one-year limit. Let us do what we set out to do first and then extend it as far as it is wise to do it.

[After some little discussion the whole matter was referred to the Committee on Resolu-

tions.]

[Mr. Clarke next brought up the question of discounts on school books. There was some discussion.]

THE PRESIDENT: Gentlemen, you can have the matter referred, formulate a resolution and pass it, or leave the matter to the Executive Committee. What is your pleasure?

MR. CONOVER: We are working at cross

purposes. We are not settling anything now. It is all being referred to the Resolution Committee. Why not get the Resolution Committee here into this meeting at once to get these things ready and present them to us for action? We're not doing anything now. [Aplause.]

Mr. NUSBAUM: That recommendation is seconded.

THE PRESIDENT: This report of the Executive Committee can be deferred.

Mr. Herr: We are wasting a great deal of time now. We are covering ground that the Resolution Committee is handling. This thing should have been discussed Tuesday morning. I hope next year we will have an Executive Committee meeting of the association Tuesday morning and the first opening session Tuesday afternoon.

THE PRESIDENT: Let us get the sense of the gentleman—that further Executive Committee report be deferred until the Resolution Committee's report. The chairman might say that Mr. Clarke has taken great pains with this work, and that it represents hundreds of hours' work on the part of the officers of his committee during the year.

Shall any action be taken on the report of Mr. Eisele, looking toward the formation of a Clearing House? Are we ready for that? Is any action desired?

MR. FIFIELD: That question is one of the most important, because of the expense involved and the need of co-operation on the part of the publishers, that has come before this convention in a great while. It would be foolish to act on it hastily. I see no possible way except to refer it to the committee appointed with great care and consideration. In order to bring the matter before the association I make such a motion. In the face of the report made yesterday I think it would be totally wrong to drop the matter; on the other hand, we could not safely pass a vote here deciding the thing and committing ourselves to the expense without a great deal of risk.

[After some discussion the motion was put and carried unanimously.]

THE PRESIDENT: The next matter is the report of the Executive Committee on the matter of a Board of Trade and a few other points brought out by Mr. Arnold's paper on Tuesday.

[There was some discussion, led by Mr. Clarke. The question of the association's paying the expenses of its officers when they were traveling on official business was raised.]

Mr. Herr: The idea as presented by Mr. Arnold dovetails in with an idea I expressed on Tuesday morning. An institute of publishers and booksellers is a good idea, a splendid idea, and I would like to see it put through. But this matter of expense is a proposition that has got to be considered by this body. Our income has been, roughly, from a thousand to fifteen hundred dollars a year; the running expenses have been about a like amount. The point remains that if we

are going to do any successful work along these lines—and there is a lot of work to be done-we have got to get some comprehensive method of financing it. An income of a thousand to fifteen hundred dollars a year will not finance it as it has got to be handled. That is a thing really up to you gentlemen to be considered. I have no plan to offer. I feel myself that this association is worth to its members at least \$10 or \$20 a year, and if we had an income like that from 200 or 300 members we could do a lot; on the other hand. I have letters from men who say that they can't afford \$5 a year. We do not want to get our balance down to nothing and if any unusual expense comes along be up against it. It is a good feeling to have that we have got \$500 in the bank, but the work of this association is vital to the bookselling and publishing business in this country to-day. We cannot expect the publishers to do all the financing. I have no recommendation to make, but it is a point that you ought to consider.

[There was some further discussion, led by

Mr. Hutchinson.]

MR. HERR: I would recommend the chair appoint a nominating committee, who will in turn nominate fifteen names from which the proposed nine as suggested by Mr. Hutchinson could be elected for terms of one, two and three years.

[The motion was put and unanimously carried.]

THE PRESIDENT: I will appoint on that committee, then, Mr. Hutchinson, Mr. Arnold, if he will serve on this committee, and Mr. Hackett.

The next matter is the unfinished business, which can still be left on the table, I think, until the Resolutions Committee reports.

The next is the report of the regular committees. The Auditing Committee. Will you read the report, Mr. Fuller?

MR. FULLER: We have been over the records and find them correct. I might add that out of 400 members or more only about 200 have paid their dues. It would help our finances if the other 200 members would pay up.

THE PRESIDENT: If the Resolutions Committee is not ready shall we have the Nominating Committee's report or shall we proceed now with new business? What is your pleasure?

MR. ADAMS: Could we not hear from the Nominating committee to facilitate matters?

MR. HUTCHINSON: I would report for the Nominating Committee the following list of officers for the coming year:

[Reads list.]

THE PRESIDENT: It is not in order for a president to say anything for or against a resolution, but I beg to say you are entirely at liberty to disagree with this report.

[After some remarks the secretary was instructed to cast a unanimous ballot for the officers as nominated by the committee as follows:]

OFFICERS ROR 1913.

Walter L. Butler, President Wilmington, Del. Walter S. Lewis, Secretary Philadelphia, Pa. Eugene L. Herr, Treasurer Lancaster, Pa. V. M. Schenck, First Vice-president

Springfield, Mass.

Ward Macauley, Second Vice-president Detroit, Mich.

John J. Wood, Third Vice-President Cleveland, O.

EXECUTIVE COMMITTEE.

W. B. Clarke, Boston, Mass.

New York City Indianapolis, Ind. Portland, Ore. J. K. Gill Buffalo, N. Y. C. G. Grauer . .

ADVISORY BOARD.

The Edward P. Judd Co., New Haven, Conn. St. Paul Book and Stationery Co.,

St. Paul, Minn. Pittsburgh, Pa. J. R. Weldin & Co., Loring, Short & Harmon, Portland, Maine.

Bryant & Douglas Book and Sta. Co.,
Kansas City, Mo.
Teolin Pillot,
Fowler Bros.,
Los Angeles, Cal. Stewart & Kidd Co., Cincinnati, Ohio. E. S. Adams, Fall River, Mass. Scrantom, Wetmore & Co., Rochester, N. Y. The Kendrick-Bellamy Co., Denver, Colo. The Old Corner Book Store, Inc.,

Boston, Mass. Clarence E. Wolcott, Syracuse, N. Y. Seattle, Wash. Lowman & Hanford Co., Sacramento, Cal. W. F. Purnell, The Eichelberger Book Co., Baltimore, Md.

MR. GRANT: I think it would be unfair to let this opportunity pass without thanking the gentlemen for the very arduous work they have done—Mr. Butler, and let us not forget Mr. Clarke; we owe Mr. Clarke more than we can tell. I move a rising vote of thanks

to those gentlemen.
THE PRESIDENT: That includes all the officers and the executive committee?

The motion was seconded and unanimously

THE PRESIDENT: The Program Committee suggested that the meeting this morning would be a good time to discuss any plans for next year's session and criticism of this year's.

MR. Wood: I desire to make a motion-and I do not make this of my own volition, but am requested by a great many men to make this motion-that the convention of next year be held in Boston. They seem to feel that a change would be very beneficial.

MR. SHOEMAKER: I really have no right to say anything, although I do wear the badge. Personally, I would like very much to see the convention in Boston because I like to go to Boston, but one of the very essential ele-ments of this convention is the number of people who attend. Whether they take any active part in it or not does not matter so much; the actual encouragement in the numbers means quite as much as active participa-

tion. In New York you get a great many people from New York City and from the environs. You could not possibly get that number of people in Boston. Therefore your attendance will naturally fall off materially. My prediction is that it would be decreased one-half. I think it would be a mistake.

Mr. Schenck: I am a resident of Massachusetts, and am positive I speak for booksellers throughout the state who would be glad to see the convention come our way, but I agree with Mr. Shoemaker in the statement that New York is the better. I believe our attendance would be materially lessened if the convention were held in Boston.

[Mr. Fifield raised the question as to just who, under the by-laws, was empowered to settle the place of meeting.]

THE PRESIDENT: The by-laws provide that the annual sessions of the American Booksellers' Association shall be held on the second Tuesday in May, and heretofore it has always been left to the officers and the Executive Committee to determine the place. There is no provision made in our by-laws for the place or any specific arrangement for who shall call the convention, excepting the president under the general rule of the by-laws has power to call meetings of the association at any time, and it has always been the custom for the officers and the president to make arrangements practically a year ahead for the convention.

[The motion to hold next year's convention in Boston was lost. The matter was referred to the Executive Committee for action. Mr. Adams, Mr. Blatchford and Mr. Clarke spoke against Boston for the convention.]

MR. GRAUER: Every year there are in attendance at this convention a great many people who have not been here before. They are not very well known. They call on us and depart without having received a very cordial welcome and they feel perhaps diffident about coming again. I think perhaps we can overcome that if when we get our convention pins next year we have a place left so that we can include the name and address of the men wearing it. This is a plan adopted by a business league in Cincinnati, and I think in Indianapolis.

MR. CLARKE: That is one of the best suggestions made here. It is one of the things I am sorry about. I think we have been wrong in having no reception committee.

[Several other members endorsed the idea.] [On motion, a vote of thanks was extended to the Hotel Astor for courtesies, to Chas. Scribner Sons for their cordial invitation and luncheon, to all donors of banquet souvenirs, to the New York daily press, to members who had prepared papers for the convention, and to the Program and Banquet committees for their very arduous work.]

[The report of the Committee on Resolutions was then taken up, section by section, and after considerable discussion and amendment was adopted as follows:]

RESOLUTIONS.

Mr. Chairman:

It is the pleasant duty of the Committee on Resolutions to express for the association our deep obligation to the officers of the association and the members of the various committees for the faithful and efficient work of the past year. We realize that progress has only been made at a cost of much labor and time to those upon whom the responsibilities have fallen. We feel that in all the history of the American Booksellers' Association there has never been a time when conditions were as satisfactory, and the relations of booksellers and publishers on such a friendly basis and as mutually profitable as now. The attendance on the convention showing an increase over last year is highly gratifying, and the committee suggest a rising vote of thanks in appreciation of the many splendid papers presented and discussed with the many good points presented which are heartily endorsed. Especially do we desire to recognize the efficient work of the Committee on Relations with This most difficult problem has the Libraries. been admirably handled under exceedingly difficult circumstances. As the question will continue to be of great importance, we must suggest the desirability of continuing this committee.

Whereas, Many publishers have recognized the need for an adequate margin of profit for the bookseller, and have granted a minimum discount of 33½ per cent. on all net books, whether "pick-up" or stock orders, we should pledge to such publishers our hearty co-operation.

Be it Resolved, That individually and collectively we continue to earnestly ask from all publishers a minimum discount of 33½ per cent. on all orders, regardless of quantity.

Whereas, We recognize the evident purpose of the regular reprint publisher to improve the quality and restrict the quantity of their output.

Be it Resolved, That we encourage these efforts and discourage the recently developed tendency of many publishers to issue their own novels, good and bad, in reprint editions, thus continuing the present undesirable conditions due to overproduction.

Be it further Resolved, That we ask the publishers to establish a limit of not less than three years for re-issues in popular copyright editions. We earnestly recommend that all reprints shall be put at a net price and maintained the country over.

Be it further Resolved, That we urge all publishers, whenever their books appear in reprint editions, to reduce to 75 cents net the original editions.

Resolved, That we recommend to all booksellers, publishers and jobbers careful consideration of the plan to establish a clearing house as presented to the association by the "Clearing House Committee"

ing House Committee."

Resolved, That we approve the recommendation outlined by Mr. W. H. Arnold for the establishment of a joint Board of Trade of the

American Booksellers' Association and the publishers.

Resolved, That we again call to the attention of the publishers the desirability of making all juvenile books net, and extend to those publishers who have already taken that step our hearty felicitation and approval. And we further urge that all established lines of standard books be placed on the net list.

ard books be placed on the net list.

Whereas, We recognize the menace of overproduction and the need for longer life in a
book, and note with satisfaction the evident
desire of the bookseller to handle a cleaner
and more wholesome literature,

Be'it Resolved, That we support the efforts of those publishers who seek a solution of these problems in a smaller output and a keener discrimination.

The American Booksellers' Association, in convention assembled, do hereby resolve and declare that they are in hearty accord with the proposed changes in the present parcel post as advocated and set forth to this body by the Postal Progress League; and furthermore do request that the Postmaster General, who by law can, will make such changes in present zones, rates and weights as to meet the proposed rates suggested by the Postal Progress League.

And do furthermore ask that Congress do, by act, place third-class matter in with fourth-class matter, under the conditions asked for by this resolution.

Resolution introduced at the request of B. W. Huebsch:

Resolved, That the American Booksellers' Association endorse the efforts of the Booksellers' League of New York in establishing a course of study tending to improve the efficiency of booksellers' assistants as a preliminary step to a booksellers' school; and

Resolved, That we recognize the desirability of such a school as a center for the training of assistants for the benefit of the retail book trade of the entire country; and

Resolved, That as an earnest of our support of such a school in New York City, whether as an independent course or in connection with some existing institution, we favor the appointment by the president of a committee of seven to further the enterprise, the committee to be appointed from the trade at large.

Resolved, That we note with pleasure the steady increase in our membership, and in the attendance at the conventions, but we desire to call attention to the fact that there are still many dealers throughout the country who are not associated with us. Especially is this true of the dealers in old and rare books, and we recommend that an energetic campaign be made during the coming year by the Membership Committee and by every member individually to bring every bookseller in the land, from Maine to California, and from Canada to the Gulf, in line as members of the American Booksellers' Association.

Resolved, That we approve the organization of local associations in cities and small towns also district associations along geographical lines and that our Committee on Membership undertake to develop and increase the number of such associations.

Whereas, This convention has been apprised of the death of Mr. Francis F. Browne,

Be it resolved, That we express our profound sympathy, recognizing the value of his contributions towards the general uplift of our profession and the secretary be instructed to suitably express this sentiment to his family.

MR. HUTCHINSON: The Committee on Nominations for the Board of Trade would recommend that nine members be elected out of fifteen presented, the three receiving the highest vote for three years, the three next two years, the three receiving the lowest vote for one year.

[Mr. Hutchinson read list of names and the convention proceeded to ballot upon them. As announced later, the following were elected to membership in the Board of Trade:

THE BOARD OF TRADE.

C. E. Butler, W. S. Lewis and E. L. Herr, three years.

V. M. Schenck, H. S. Hutchinson and W. H. Arnold, two years.

A. B. Fifield, Ward Macauley and J. M. Grant, one year.]

THE PRESIDENT: The other matter of unfinished business is the report of the committee on Relations to Libraries.

Mr. CLARKE: I move the report be accepted and that any unfinished business be taken up by them, as the committee continues in existence.

[The motion was seconded and unanimously carried.]

THE PRESIDENT: The president would announce the Committee of seven on Booksellers' School as follows:

COMMITTEE ON BOOKSELLERS' SCHOOL.

B. W. Huebsch of New York.
E. Byrne Hackett of New Haven.
Ernest Eisele of New York.
Theodore E. Schulte of New York.
C. C. Shoemaker of Philadelphia.

Fremont Rider of New York. R. F. Fuller of Boston.

MR. CONOVER: We have "resoluted" voluminously. I think now we ought to "resolute" a vote of thanks to the members who have paid their dues for 1913. [Laughter.]

THE PRESIDENT: The regular committees

THE PRESIDENT: The regular committees for 1913 will be announced in a few days and those members notified.

THE PRESIDENT: We have a few minutes to spare. I see here one of our members who has always been very friendly to us. I will ask him to say a few words, Mr. Doubleday.

Mr. Doubleday: Mr. President and gentlemen, I know that you are very anxious to get away, but there are two or three things that I have on my mind. I noticed very few publishers here and thought it was my chance. I am not in sympathy with many things my friend, Mr. Clarke, says. I have been here to-day and heard him speaking of nothing but trouble. In the second place,

Mr. Brett has written an article on publishers. I read that article and I don't agree with that. I think publishing is a fine business and I am not disposed to quarrel with it. But the publishers have found that they do not sell enough books and are in great need of selling more. One house I know manufactures about 12,000 books a day, sells dealers about 5,000 and then still has to sell somebody else the other 7,000. I sometimes think that the regular dealers don't realize what a large bookselling business is going on about them, which some day I think they will get in their control.

The thing that is of real consequence is this, that the publishers had a meeting—not the American Publishers' Association, but just plain publishers—and discussed their troubles, as you have done; and after they got through weeping about that they all got together and said, "Let us do something to sell more books," and they formed a committee whose business it is to see what they can do to sell more books—not to regulate prices or reduce discounts, nor any of those fussy things, which I contend are negative, not positive. If you got a 60 per cent, discount that would not sell books. They appointed this committee in order to see if they could not get together on some plan that would increase the sale of books, the sale of books to the booksellers preferably.

I think I am correct in saying that the publishers spend about a million dollars a year in advertising. I think I am correct in saying a very large proportion of that is wasted; I think I am also correct in saying that booksellers might have a lot of it. [Applause.] The publishers are trying to see now what they can do to spend this vast amount of money. They have got a committee of ten or twelve people and all the chief publishers, I think, are in this movement except, perhaps, two. They have, I think, pledged themselves about \$10,000 or \$12,000 to carry out their plans and propose to employ a gentleman who will have charge of the work. I will not undertake to tell you the ideas they are going to try to work out in the way of advertising, publicity and co-operation with booksellers. If you are interested you will find that out later. But I hope very much that there may be appointed, perhaps consisting of the officers of your association, an open-minded committeesuppose you could get an open-minded committee-[laughter] who would co-operate with the publishers with the idea of selling more books. I have no authority to represent them, but I think you will find this committee very cordial in co-operation of that kind. [Ap-

THE PRESIDENT: The time for adjournment is at hand. Is there anything else to be

brought up?

MR. FIFIELD: I think what Mr. Doubleday has mentioned is important—the best thing the publishers have proposed to do in a long time. He suggested a committee to meet them half way. I move that the committee we are going

to call the Board of Trade could take that up as one of its first duties. The opportunity certainly should not be neglected.

[The motion was carried.]

MR. GRAUER: Because we have found our business sessions congested in the past, would it not be well to have the Program Committee when they prepare the program next year allow more time for discussion?

MR. CLARKE: I think that is a splendid suggestion, and I make one other suggestion to go with it. Now that we have the Resolutions Committee appointed in advance, will those members who have a resolution which they would like to have brought before this convention send it to the secretary or chairman of the Executive Committee, so that the Resolutions Committee can plan in advance?

[Mr. Herr moved that the annual dues of the association be increased from \$5 to \$6, but in the discussion which ensued it was discovered that this involved an amendment to the by-laws, and the matter was finally left to the Board of Trade for action.]

THE PRESIDENT: It has been suggested we do not wait for the report of the Board of Trade elections but have that later included in the proceedings. That being so, a motion to

adjourn will be in order.

[It was so moved.]
THE PRESIDENT: The convention is adjourned, gentlemen.

THURSDAY AFTERNOON-LUNCHEON AT CHAS. SCRIBNER'S SONS.

Thursday afternoon the convention attendants adjourned to the new building of Chas. Scribner Sons, at Fifth avenue and Fortyeighth street, where they enjoyed a very excellent buffet luncheon as guests of the Scribner house, and had the pleasure of meeting a number of Scribner authors.

After lunch the visitors inspected the fine new building, into which the publishing house has only just moved. A description and pictures of it will be found elsewhere in this issue of THE PUBLISHERS' WEEKLY.

The feature of the building is, of course, the new retail store, three stories high, of glass in front, which gives a flood of light even to the extreme rear of the store, and with a two-story balcony on either side. The vaulted ceiling increases the dignity and excellent proportions of the room.

After due inspection and praise the visitors, armed with some excellent prints of Vernon Howe Bailey's etching of Fifth avenue showing the new Scribner building, went via special automobile coaches to the Scribner manufacturing building, 44th street near 8th avenue. where opportunity was afforded for inspection of all the book and magazine making processes, as the Scribner house so excellently does them.

THE THIRTEENTH ANNUAL BANQUET.

The thirteenth annual banquet, closing the sessions of the convention Thursday night, was held, as heretofore, at the convention headquarters at the Hotel Astor. The banquet attendance this year was 516 as against 470 last year and 390 the year before.

Thanks to the ample warnings given this year there were very few eleventh hour diners, and the Banquet Committee had their arduous labors lightened at least to that extent.

fortunately, despite prior notice, the souvenir stock ran short. The names were taken, however, of those failing to receive souvenirs and they were promised them later.

The flashlight photographs—two being necessary this year on account of the two sections of the banquet-which form, as usual, the frontispiece of this issue of the Publish-ERS' WEEKLY, were taken before the dinner.

The menu was:

MENU.

Little Neck Clams Cream of Tomatoes with Chicken

Olives Radishes

Celery Salted Almonds

Supreme of Kingfish Saute Meunière

Potatoes Julienne Medallion of Spring Lamb, Peruvienne

Haricots Verts Pimentos Farcis Fresh Asparagus à la Mousseline

Sorbet Fine Champagne Philadelphia Chicken Roti Cressonière

Salade Endive Fresh Strawberry and Vanilla Ice Cream

Friandises Fruits Assortis

Café Noir Pall Mall Cigarettes Cigars White Rock Water

Souvenirs cames this year packed in boxes for convenient carrying. Distributed on the tables as the guests entered were little leather bound gilt edge "Twinring" loose leaf diaries from Trussell of New York; special "conven-

tion editions" of "Cobb's Anatomy" by Irvin S. Cobb, from the Geo. H. Doran Company, "Parrot & Co.," printed on India paper in two colors throughout and "cut out" in the form of a parrot. These were the gift of the Bobbs-Merrill Company. Later in the evening the Tower Manufacturing Co. distributed very neat little pocket cigar cutters.

Books this year were more numerous than usual. Besides the two already mentioned, they were: "Toya the Unlike," by Eleanor Mercein Kelly (Small Maynard & Co.); an autographed copy of T. A. Daly's "Madrigali" (David McKay); an autographed copy of Nathaniel C. Fowler, Jr.'s "The Knocker's Club" (Sully & Kleinteich); and an autographed copy of Joseph C. Lincoln's "Mr. Pratt's Patients" (D. Appleton Co.)

Last, but not least, the ladies of the Convention were delighted—and the wives not attending will be—with large boxes of Crane's "Linen Lawn" distributed by courtesy of the Eaton, Crane & Pike Co.

President Walter L. Butler acted as toast-master. The first speaker, George McAneny, president of the Borough of Manhattan, New York City, extended to the convention the welcome of the city. He referred to the usual habit of thinking that Manhattan—"little old New York" proper—was the real city; and reminded his hearers that there were four other boroughs in New York City, each ranking with the dozen largest cities of the

Mr. McAneny began by reciting the historical fact that Peter Minuit and his company had bought all of Manhattan Island for the sum of \$24 after having reduced the owners to a state of intoxication, so that the Indians gave to the island the name of Manahattas, which Mr. McAneny said was Indian for "the island of blissful intoxication." "I am glad that it has lived down its name," he said. "But, seriously speaking, gentlemen, we like to believe, and we would like you to believe, that we are a city of booklovers. There is not an appropriation which we make more cheerfully than those for books for our libraries. New York is the literary capital of the country, as it is the political and the financial capital."

Percy Mackaye, the next speaker, hailed the assembled booksellers as the real makers of literature, because, he said, they have it in their power to guide the taste of the public. "In drama, managers are the dictators of what shall reach the public," he said, "and dramatic leagues whet public appreciation of good plays. These two forces set a standard below which it is almost impossible for drama to fall. Couldn't we have reading leagues, and couldn't publishers do for books what managers do for plays?"

Dr. Chas. Fleisher of the Sunday Commons in Boston offered as his contribution to the thought of the evening the desirability of an "American Religion" in place of what he termed the outworn "Hebraic-Christian cult." "This American religion awaits formulation," he said, "but it is already the practical religion

which is lived by most members of the imported faiths, and even more definitely believed and practised by those great masses, in fact, the vast majority of Americans, who are gladly outside of the existing forms of faith. This American religion is developed out of the actual life and the real interests of America. It is the moral idealism which we are infusing into our material concerns, and it is the spiritual implication of our scientific and philosophic beliefs. It is eminently sane, though radical, and reverent, though rationalistic. It is not generally recognized as religious, because it speaks the speech of our day and our country. But it is glorifying American life, dignifying our material interests, and in every way exalting our age."

Dr. Fleisher spoke in a clean-cut, resonant voice that carried easily to every part of the hall, and his crisp phrasings were listened to with close attention.

"You gentlemen," began Irvin Cobb, the next speaker, "represent what is to my mind the highest calling in life"—he paused impressively—"You sell my books." The public must come to you for its reading matter, and I am willing to share the responsibility with you. Publishers are a necessary evil, but by hearty co-operation between you and me I believe we can give the publisher an awful run for his money.

"When I realize that you gentlemen are the ones who sell my stuff," continued Mr. Cobb, "and are the medium between me and the public, I can't help but think of a paraphrase of another author, the late Omar Khayyam: 'I wonder what you bookmen buy one-half so precious as the wares you sell.'

"But I remember what other authors have said about you. Every author has two alibis for his failure. One is the publisher and the other is the bookseller." At this point Cobb was reminded somehow of a darky story. He told it, and others too, at which the diners laughed merrily. Somewhat later, incidentally, he referred to Mr. McAneny's statement of the amazing increase of values in Manhattan. "Twenty-four dollars paid the Indians," said Cobb, "and now they tell me that in a close campaign here it costs \$24 to buy a single election district."

The last two speakers were the Rev. S. Edward Young of the Bedford Presbyterian Church, Brooklyn, and T. A. Daly, the dialect poet of Philadelphia. Mr. Daly knows bookmen too well by this time to be a mere outsider. He quite brought down the house by calling out suddenly just as he began his remarks: "Hey you, Jack Hovenden, what are you going out for?"

The guests of honor, in addition to the speakers, were F. A. Stokes, H. C. Bainbridge, C. C. Shoemaker, Simon Brentano, C. E. Wolcott, F. N. Doubleday and George H. Doran.

The banquet broke up soon after II and the thirteenth convention—lucky number!—passed into history.

THE ATTENDANCE.

ROLL OF THOSE PRESENT AT THIRTEENTH ANNUAL CONVENTION.

Abbott, S., with R. H. White Co., Boston,

Adams, Edward S., Fall River, Mass.

Ahern, David P., with The Bancroft Co., N. Y. C

Albrecht, W. P., with The Macmillan Co., N. Y. C.

Allebach, Rev. Ann J., with University of

Chicago Press, Chicago.

Alvord, Hallock C., Gloversville, N. Y.

Anderson, John R., New York City.

Anderson, R. S., with Bobbs-Merrill, Ind.

Arnold, W. H., with H. B. Claffin Co., and

Syndicate Trading Co., New York City.

Avery, H. T., with D. Appleton & Co., N.

Y. C.

Baileys, Emma Beatrice (authoress), N. Y. C Bailey, L. G., with Rand-McNally Co., Chi-

cago, Ill.
Barnes, E. B., with William R. Jenkins Co.,
New York City.
Barnes, W. R., with C. M. Barnes-Wilcox
Co., Chicago, Ill.

Barnhart, Mr. and Mrs. H. C., York, Pa. Barnum, Grover, with Taylor & Co., Ithaca,

N. Y. Barse, W. J., of Barse & Hopkins, N. Y. C. Bartsch, Mary, with Mrs. M. J. Whaley, N.

Y. C.
Bauer, Harry, with Charles Scribner's Sons,
N. Y. C.
Beaufort, J., with New York American, N.

Y. C.

Benson, Fred G., with Smith's Book Store, Nashua, N. H.

Blatchford, George, Pittsfield, Mass.

Bowerman, George Franklin, Librarian, Washington, D. C.

Brazer, George W., with Presbyterian Board of Publication, N. Y. C.
Brentano, Simon, of Brentano's, N. Y. C.
Briggs, S. Edgar, Fleming H. Revell Co., N. Y. C.
Bristol, R. D., The Bancroft Co., N. Y. C.

Brown, Charles H., Asst. Librarian, Brooklyn Public Library.

Brown, Hulings C., of Little, Brown & Co., Boston, Mass.

C. Brown, with N. Y. Times, N. Y. C. Bruce, Frank, with Houghton Mifflin Co., N. Y. C.

Buckley, Frank E., Holyoke, Mass.

Burger, A. W., with Harper & Brothers, N. Y. C.

Burgess, T. W. (author), Springfield, Mass. Burkhardt, Charles A., with E. P. Dutton & Co., N. Y. C.
Burlingame. Gayle, with Penn Traffic Co.,

Johnstown, Pa.

Burns, Miss S., with H. C. F. Koch & Co., N. Y. C. Burt, A. L., of A. L. Burt Co., N. Y. C.

Burt, Harry P., of A. L. Burt Co., N. Y. C.

Butler, Charles E., with Brentano's, N. Y. C. Butler, Walter L., with E. S. R. Butler & Son, Wilmington, Del.

Caldwell, H. M., of H. M. Caldwell Co., Dana Estes & Co., Boston, Mass. Cappel, C., with Presbyterian Board of Pub-lication, Philadelphia, Pa.

Champion, John C., with B. W. Huebsch, N.

Chapman, E. O., of Bookseller, Newsdealer and Stationer, N. Y. C. Chase, A. M., with Dodd, Mead & Co., N. Y. C.

Chatterton, D. W., of A. L. Chatterton Co., N. Y. C

Clarke, Bates Everett, with Beecher, Kymer & Patterson, Kalamazoo, Mich.

Clarke, Mrs. Bates E., Kalamazoo, Mich.

Clarke, W. B., Boston, Mass. Clinch, F. A., with D. Appleton Co., N. Y. C.

Collier, J. Roy, of Allen Book & Printing Co., Troy, N. Y.
Colwell, Irving S., Auburn, N. Y.
Combie, Wm. R., with New England News

Co., Boston, Mass. Combs, C. E., with Current Opinion, N. Y. C. Connell, J. H., with H. B. Classin Co., N. Y. C. Connelly, H. L., with David Williams Co.,

N. Y. C

Conover, Seely, Amsterdam, N. Y. Corrigan, J. W., with George H. Doran Co., N. Y. C.

M. A., with Baker & Taylor, Corrigan, N. Y. C. Coryell, V. M., with Funk & Wagnalls Co.,

N. Y. C. Cowles, James L., with Postal Progress

League, N. Y. C. Cowper, Miss Virginia S., with Wanamaker's,

N. Y. C. ox, Walter S., with John Wanamaker, Phi-Cox. ladelphia.

Crocker, P. K., with The Tribune, N. Y. C. Crowder, J. L., with Charles Scribner's Sons, N. Y. C.

Cupples, V. W., of Cupples & Leon, N. Y. C. Cuthbertson, T. C., with The Macmillan Co., N. Y. C.

Davies, J. W. (author), N. Y. C. Davis, Miss Kathryn, with The Edward Malley Co., New Haven, Conn.
Davis, W. M., of Forsyth & Davis, Kingston,
N. Y.

DeGraff, F. A., of MacGreevy, Sleght & De-

Graff, Canandaigua, N. Y Dempsey, Miss A. M., with O'Neill-Adams Co., N. Y. C.

Dibble, Fred A., with Harris-Dibble Co., N.

Dickerson, F. W., Lockport, N. Y.

Dominick, M. A., with Frederick Stokes Co., N. Y. C.

Doran, George H., Publisher, N. Y. C. Doubleday, F. N., of Doubleday, Page & Co., Garden City, L. I. Dunlap, G. T., of Grosset & Dunlap, N. Y. C.

Garden City, L. I.

Eckland, Victor, with Frederick Loeser Co.,
Brooklyn, N. Y.

Eckle, August, N. Y. C.

Eierman, George E., with Orange Judd Co.,
N. Y. C. Earl, H. B., with Doubleday, Page & Co.,

Elliott, H. S., with Houghton Mifflin Co., N. Y. C. Eisele, Ernest, with Brentano's, N. Y. C.

Engel, George, with Cupples & Leon, N. Y. C. Estabrook, J. J., with William R. Jenkins Co., N. Y. C.

Everett, W. C., with Raphael Tuck & Sons Co., Ltd., N. Y. C.
Everett, W. C., with Denholm-McKay Co., Worcester, Mass.
Everitt, S. A., with Doubleday, Page & Co.,

Garden City, L. I.

Farwell, P. T., with Pilgrim Press, Boston, Fenno, R. F., of R. F. Fenno & Co., N. Y. C. Ferguson, A. R., N. Y. Tribune, N. Y. C. Fifield, Albert B., with Edward P. Judd Co.,

New Haven, Conn.

Fillette, T. G., Vice-Pres. Postal Progress League, N. Y. C. Florin, Paul F., with D. Appleton & Co., N. Y. C.

Fraser, J. R., with H. B. Claffin Co., N. Y. C. Fuller, Richard F., with Old Corner Bookstore, Boston, Mass.

Furman, P. H., New York City.

Gaffney, Miss M., with Mrs. M. J. Whaley, N. Y. C. Gallagher, William J., with Forest and Stream,

N. Y. C.

Geer, George H., with Bobbs-Merrill Co., Indianapolis, Ind.

Gehrs, A. H., with Henry Holt & Co., N. Y. C. George, Charles A., Librarian of F. P. L.,

Elizabeth, N. J. Giersberg, H., with G. P. Putnam's Sons,

N. Y. C.
Giffin, C. G., with John Lane Co., N. Y. C.
Going, Grace E., American Booksellers' Association, N. Y. C.

Going, Mary J., American Booksellers' Association, New York City.

Gomme, L. J., of Vaughan & Gomme, N. Y. C. Gould, H. A., with A. C. McClurg & Co., Chicago, Ill.

Graham, C. E., of Graham & Matlock, N.

Y. C. Grant, F. E., New York City. Grant, John L., Utica, N. Y.

Grauer, C. G., with Otto Ulbrich Co., Buffalo,

Greene, Joseph F., with Little, Brown & Co., Boston, Mass.

Gregory, Warren F., Lothrop, Lee & Shepard Co., Boston, Mass. Grosset, A., of Grosset & Dunlap, N. Y. C.

Grosset, Philip, of Grosset & Dunlap, N.Y.C.

H.

Hackett, E. Byrne, with The Yale University Press, New Haven, Conn. Hafely, F. Edward, New York City. Hafely, Fred E., N. Y. C. Hall, E. W., with Cassell & Co., N. Y. C. Hall, Frank W., with Barse & Hopkins, N.

Hall, Warren G., with Rhode Island News Co., Providence, R. I.

Hancock, Miss M., with L. Bamberg & Co.,

Newark, N. J.
Hays, R. N., with George H. Doran Co.,
N. Y. C.
Harcourt, Alfred, with Henry Holt & Co.,

New York City.

Harriman, Mrs. Alice, New York City.

Harris, O. T., New York City.

Healey, E. F., with Review of Reviews, N. Y. C.

Heffley, T. P., with Brentano's, N. Y. C. Henley, Norman W., New York City.

Herr, L. B., Lancaster, Pa. Herr, Mr. and Mrs. Eugene L., of I. B. Herr & Son, Lancaster, Pa.

Hesse, Frank F., with G. W. Dillingham Co., N. Y. C. Hesslein, Max, with Hahne & Co., Newark,

N. J. Hill, Duke, with Montgomery Ward & Co.,

Chicago. Hiltman, J. W., with D. Appleton & Co. Hobby, George R., with Thomas Y. Crowell Co., N. Y. C.

Hoepp, Miss H. J., with J. L. Kesner Co., N. Y. C.

Holden, J. A., with THE PUBLISHER'S WEEKLY. N. Y. C. Hope, Frederick, with B. W. Huebsch, N.

Hope, Y. C.

Houghton, A. F., of Houghton Mifflin Co., N. Y. C.

Hovendon, John, New York City. Hoyns, Henry, with Harper & Brothers, New

York City. Hubley, Miss E., with Gimbel Bros., N. Y. C Huebsch, B. W., New York City. Hutchinson, H. S., of H. S. Hutchinson Co., New Bedford, Mass.

Jacobs, George W., of Jacobs Book Store, Philadelphia, Pa. James, Davis L., of U. P. James, Bookseller,

Cincinnati, O.
James, Ernest W., of James & Law Co.,
Clarksburg, W. Va.

James, R. L., of Gregory's Book Store, Providence, R. I.

Jeffers, L., New York Public Library, N. Y. C. Jenkins, H. F., with Little, Brown & Co.,

Jenkins, James A., New York City. Jenkins, S. A., with Grosset & Dunlap, N.

Y. C. Johnson, E. W., New York City.

Katz, Miss Leah, Greenhut-Siegel Cooper Co., N. Y. C.

Keating, L. A., with Am. Bapt. Pub. Soc., Philadelphia, Pa. Keller, Edward H., York, Pa.

Kelly, Miss A., with H. C. F. Koch & Co., N. Y. C.

Keowen, Alex C., with Thomas Nelson & Sons, N. Y. C.

Ketcham, E. C., with Grosset & Dunlap, N. Y. C. Kidd, John G., of Stewart & Kidd, Cincin-nati, O.

Kinsey, H. C., with Doubleday, Page & Co., Garden City, L. I.

Kleinteich, Herman, of Sully & Kleinteich,

N. Y. C. Knapp, A. S., with Charles Scribner's Sons, N. Y. C. Knapp, F. H., New York City. Korner, H. V., of Korner & Wood Co., Cleve-

land, Ohio. rans, H. S., with Sturgis & Walton Co., Krans, H. N. Y. C.

L. Lacy, F. D., with G. P. Putnam's Sons, N. Y. C.
Lander, John E., with Lothrop, Lee & Shep-

ard, Boston, Mass.

Larson, E. G., with F. A. Stokes Co., N. Y. C. Lawson, A. B., Jersey City. Leadbeater, P. C., with Fredk. Warne Co.,

N. Y. C. Lee, W. F., with Reilly & Britton Co., Chicago, Ill.

Leland, Claude G., Board of Education, N.

Leon, Arthur T., of Cupples & Leon, N. Y. C. Leonard, R. W., with Miller & Rhoads, Richmond, Va. evy, L. M., with Hurst & Co., N. Y. C.

Levy, L. Lewis, Walter S., with Strawbridge & Clothier, Philadelphia, Pa.
Lichtenstein, Carl B., with Tissot Picture Society, N. Y. C.

Loos, John, with Brentano's, New York City. Loweree, S. M., with Duffield & Co., N. Y. C. Lyman, Clifford H., of Bridgman & Lyman, Northampton, Mass.

M.

Macauley, Ward, of Macauley Bros., Detroit. Mich.

MacGreevy, G. A., of MacGreevy, Sleght & De Graff, Elmira, N. Y.

MacNeil, John E., with Seely Conover Co., Amsterdam, N. Y.

Macmillan, William J., with John Wanamaker, New York City.

Magel, Frank L., with H. B. Claflin Co., N. Y. C.

Malkan, Henry, New York City.

Marling, F. H., with Chas. Scribner's Sons, N. Y. C. Marshall, C. B., Moffat, Yard & Co., N. Y. C. Mason, H. Lee, Jr., with J. R. Weldin & Co.,

Pittsburgh, Pa. Matlock, Lee R., of Graham & Matlock, N. Y. C.

Mathiews, Franklin K., Chief Scout Librarian, Boy Scouts of America, N. Y. C.

May, C. H., with Thos. Y. Crowell Co., New York City.

McCurdy, A. A., with N. Y. Herald, N. Y. C. McKeachie, Wm. S., with Baker & Taylor,

N. Y. C.

McKee, Walter V., with Cassell & Co., New York City.

McKeon, C. W., with Excelsior Pub. Co., N. Y. C.

McNamara, Jay, with General Shorthand Reporting Co., N. Y. C.
Milchsach, Miss S. A., mgr., The Moravian

Bookstore, Bethlehem, Pa.

Miller, Rev. Rufus W., D. D., Philadelphia,

Montgomery, Chas. A., New York City. Mook, W. H., Jr., with Fleming H. Revell Co., New York City.

Moore, Annie Carroll, Public Library, Brooklyn, N. Y.

Moore, E. A., New York City. Morris, Belle C., with Palais Royal, Washington, D. C. Morrow, William, with F. A. Stokes Co., New

York City.

Mullen, J. J., with L. C. Page & Co., Boston,

Mumford, E. W., with The Penn Pub. Co., Philadelphia, Pa.

Murray, J. Irwin, Jr., with Wm. R. Jenkins Co., N. Y. C.

Nelson, C. F., with Hy. Malkan, N. Y. C. Nickerson, David Damon, with Dana Estes &

Co., Boston. Norman, W. W., with Eichelberger Book Co., Baltimore, Md.

North, Ernest Dressel, New York City. Nye, C. D., of Davis & Nye, Waterbury, Conn. Nye, Mr. and Mrs. S. L., with S. Kann & Sons, Washington, D. C. Nusbaum, Moses G., Nusbaum Book and Art

Co., Richmond, Va.

O'Connell, D. J., with Funk & Wagnalls Co., N. Y. C

Oliphant, C. J., with Longmans, Green & Co., N. Y. C. Otis, Miss Elsie G., with N. Y. Public Li-

brary, N. Y. C

Overton, Miss Florence, with N. Y. Public Library, N. Y. C. Owen, J. M. with Burrows Brothers Co., Cleveland, O.

Owens, Hamilton, with New York Press, N. Y. C.

Patterson, Harry V., with Harper & Bros., N. Y. C. Peck, J. R., of Platt & Peck, N. Y. C.

Petch, J. R., of Platt & Peck, N. Y. C.

Pelton, Frank C., with General Shorthand Reporting Co., N. Y. C.

Percy, C. G., with Grosset & Dunlap, N. Y. C.

Person, Charles W., N. Y. Sun, N. Y. C.

Peters, Miss M. G., Librarian, Bayonne, N. J.

Pfanstiehl, H. Josephine, with Hahne & Co.,

Newark, N. J.

Phillips, Le Roy, with Ginn & Co., Boston. Pierce, Andrew D., with Little, Brown & Co.,

Boston, Mass.
Poore, C. P., with G. Schirmer, N. Y. C. Potter, John H., with Nichols & Frost, Fitchburg, Mass.

Pratt, A. H., with Houghton, Mifflin Co., N. Y. C

Pratt, W. B., wih Houghton Mifflin Co., Boston.

Price, G. V., with Harper & Bros., N. Y. C. Priestman, Dorothy T., N. Y. C. Pulsiver, Mr., with D. C. Heath & Co., N.

Y. C.

Pursell, Miss, with Greenhut-Siegel-Cooper Co., N. Y. C.

Reed, F. L., with Grosset & Dunlap, N. Y. C. Reed, Wm. R., New Brunswick, N. J. Reis, Samuel, with The Pilgrim Press, Boston. Remington, S. G., with Eichelberger Book

Co., Baltimore, Md. Richers, E., with John Lane Co., N. Y. C. Rider, Fremont, with THE PUBLISHERS' WEEKLY, N. Y. C.

Rider, Mrs. Fremont, N. Y. C.

Robertson, Walter, with Geo. Doran Co., N.

Roe, Charles M., with The Fleming H. Revell Co., N. Y. C

Rogers, Miss C. B., with Bookseller, News-dealer and Stationer, N. Y. C. Rowell, W. C., with H. W. Wilson Co, Min-

neapolis, Minn

Saunders, Henry, Oneonta, N. Y.

Garden City, L. I.
Scaife, R. L., with Houghton Mifflin Co., N.
Y. C.

Scammel, Joseph, with Gimbel Bros., Phila-

delphia, Pa. chenck, V. M., with Johnson's Bookstore, Schenck,

Schlenck, V. M., With Springfield, Mass.
Schlamm, E. D., with The Syndicate Trading Co., N. Y. C.
Schindel, George, with L. Bamberg & Co.,

Newark, N. J.
Schuler, R. J., of John M. Schuler & Son, Oswego, N. Y.
Schulte, Theo E., N. Y. C.
Scofield, L. T., with Thos. Y. Crowell Co., N. Y. C.

Scribner, J. H., with Presby. Bd. of Pub., Philadelphia.

Schnebbe, F. H., with Presbyterian Board of Publication, N. Y. C.

Schofield, R. J., with Excelsior Publishing Co., N. Y. C. Sears, Joseph, with D. Appleton & Co., N.

Seidenman, L., with Stewart & Co., Baltimore, Md.

Seifert, G., with Doubleday, Page & Co., Gar-

den City, L. I. Seiler, A. G., New York City. Sheehan, D. F., of Chas. E. Lauriat Co., Bos-

Sheppard, Miss A., with Simpson-Crawford Co., N. Y. C. Sherman, H. A., with Chas. Scribner's Sons,

N. Y. C

Shimer, Mrs. S. G., Middletown, N. Y.
Shimer, S. G., of Hanford & Horton Co.,
Middletown, N. Y.

Shoemaker, C. C., of The Penn Pub. Co., Philadelphia.

Shoemaker, Frank W., with The Penn Pub. Co., Philadelphia.

Sleght, C. M., of MacGreevy, Sleght & De Graff, Batavia, N. Y. Sloane, F. J., New York City. Sites, D. P., of Caldwell-Sites Co., Roanoke,

Smith, A. D. H., with N. Y. Evening Post, N. Y. C.

Smith, C. Edward, with Cranston & Co., Norwich, Conn.

Smith, Clarence W., Rochester, N. Y. Smith, Frank S., New York City.

Snyder, Warren, with John Wanamaker, New

York City. Speakman, N. E., of C. N. Speakman & Son, Coatesville, Pa.

Spinney, Wm. R., with Thos. Y. Crowell Co., N. Y. C.

Staton, Robert W., of Staton Bros., Philadelphia, Pa.

Sterling, John, Watertown, N. Y.
Stevens, Arthur F., New York City.
Stevens, Edwin F., Librarian, Pratt Institute,
Stewart, W. A., with THE PUBLISHERS'
WEEKLY, N. Y. C.

Stokes, Fredk. A., of F. A. Stokes Co., New York City. Stolle, R. C., with Chas. Scribner's Sons, N.

Stumpf, J. H., with Methodist Book Concern, N. Y. C.

Sturgis, Lyman B., of Sturgis & Walton, N.

Sully, George, of Sully & Kleinteich, N. Y. C. Swanson, A. Sage, with The Macmillan Co., N. Y. C.

Taylor, J. B., with Taylor & Co., Ithaca, N. Y. Tessaro, F. C. J., New York City.

Thompson, J. L., with Chas. Scribner's Sons, N. Y. (

Tibbals, N. V., with The American News Co.,

Ticknor, B. H., Jr., with Houghton Mifflin Co., N. Y. C. Tomlinson, Bertha E., with The Century Co.,

Traver, Clayton L., Trenton, N. J. Travers, B., with John Lane Co., N. Y. C. Tucker, G. H., with American Book Co., N.

Tuft, Miss E. B., Philadelphia, Pa. Turk, Louis E., with Bd. of Pub. of Reformed Church in America, N. Y. C.

Uhlenbush, Miss., with Frederick Loeser Co., Brooklyn, N. Y.

Uhlig, E. J., with W. P. Goodman, Manchester, N. H.

- Vass, Edward J., with Longmans, Green &
- Co., N. Y. C.
 Von Gogh, Edward P., of David Williams
 Co., N. Y. C.
- Vellve, J., with D. C. Heath & Co., N. Y. C. Ventres, T. B., Brooklyn, N. Y.

- Walker, Albert C., with Scrantom, Wetmore & Co., Rochester, N. Y. Walker, Miss B. M., with Bookseller, News-
- dealer and Stationer, N. Y. C.
- Wasserman, Alex., New York City. Watkins, W. W., Cazenovia, N. Y. Weldon, William, with Pilgrim Press, Boston,
- Wessels, A., with The Baker & Taylor Co.,
- N. Y. C. Weyand, Charles E., of C. E. Weyand Co.,
- Y. C
- Whaley, Mrs. M. J., New York City. Wheelock, George, with The Century Co., N.
- Y. C. Whitman, M. A., with Rand, McNally & Co., Chicago, Ill.

- Wiley, John P., with New England News Co., Boston, Mass.
- Williams, J. A., with Bloomingdale's, N. Y. C. Willis, Latimer, with Abraham & Straus, Brooklyn, N. Y.
- Wilson, Ralph, The McDevitt-Wilson Book-shop, N. Y. C. Wilson, Mrs. Ralph, New York City. Wilson, W. D., with Lowman & Hanford Co.,

- Seattle, Wash.
 Wiltsie, A. H., with The Sunday School Times, Philadelphia, Pa.
- Winne, G., with National Paper Co., Spring-field, Mass. Wirth, J. A., with Eaton & Mains, N. Y. C.
- Witsil, John T., with Brentano's, N. Y. C. Wolcott, Clarence E., Syracuse, N. Y
- Wood, John J., Burrows Bros. Co., Cleveland.
- Woodward, Fred E., of Woodward & Lothrop, Washington, D. C.
- Wright, W. H., with Little, Brown & Co., Boston.
- Wyant, George G., with Dodd, Mead & Co., N. Y. C.
- Wylie, Duncan S., New York City.

THE NEW SCRIBNER BUILDING.

The publishing house of Charles Scribner's Sons is now established in its new home on Fifth avenue and 48th street. It is a ten-story building of steel, brick and concrete, without any wood-work whatever, except in the furnishings and fittings. Utility as much as beauty was the aim of the architect, Ernest Flagg, who was also the designer of the former Scribner Building at 153 Fifth avenue. Windows, therefore, form practically the entire front and back of every floor, so that the rooms in which the various departments of the house are placed, are flooded with daylight, whose effect is still further heightened by the white plaster ceilings and walls, and the concrete floors.

The first five stories of this building are occupied entirely by the firm. The retail department occupies the entire ground floor; the wholesale, educational, and religious literature departments, the second floor; the subscription book department, the third floor; Scribner's Magazine, the art department, the manufacturing department, and the advertising department, the fourth floor; and the financial, executive, and book publication offices, the fifth floor.

In point of beauty there is little doubt that the Scribner Book Store stands first in this country, and possibly in the whole world. It is a large slightly oblong room, lighted from both the front and the rear. Its arched ceiling of a whitish stone is supported by pillars of the same substance. Its walls, broken by a gallery, are completely covered by a stock of handsomely bound books upon glass shelves. The entire front of the store -that is, the first story of the building-is in reality one great window, set in a metal frame-work of a graceful design, and faced with brass. Over the glass door, which forms a section of this great window, is the name CHARLES SCRIBNER'S SONS, in gold letters, and lower down the familiar emblem of the housethe lighted lamp and the open book, surrounded by a wreath.

As you enter the store, and look directly through it beyond the counters and tables of quartered oak, you face a low handsome stairway, which leads up to a wide gallery, slightly below the level of the narrow gallery that runs around the store. This is a new feature in a book store,-an exhibition gallery for the display of groups of books to which some particular event or occasion may give an especial interest, and also for the display of original photographs, drawings, and paintings used in book and magazine illustration in the course of the year. This gallery is so arranged, that its corners, extended beyond the line of the building, and, roofed with glass, admit a flood of daylight which helps to illuminate the store, but makes perfect the situation of the gallery for the examination of pictures, books, or manuscripts. The floor directly below this gallery is on a lower level than the main floor of the store, and here the various retail offices are located. Bookbuyers frequently compared the old Scribner Book Store, on lower Fifth avenue, to a private library, and the effect of the new store gives this impression still more strongly; or perhaps the comparison to an extremely handsome small public library would be more apt.

The wholesale offices of the house are on the second floor but the sample room is a sort of closed gallery, not noticeable from the book store itself, but lighted by arched windows from which you look down directly into the store. This gives a greater advantage for the display of a line of books than was offered in the old quarters of the

This splendid new building is the seventh home of Charles Scribner's Sons, Publishers and Importers. When the house was founded in 1846 by Charles Scribner, Sr., its offices were a part of the Chapel of the old brick church on the point of Nassau street and Park Row at City Hall Park. In 1856 Mr. Scribner moved the firm to 377-379 Broadway; in 1858 to 124 Grand street, and later to 654 Broadway. Charles Scribner, Sr., died in 1871, and three years later the house moved to 347 Broadway, where it remained until 19 years ago, when it moved to 153-157 Fifth avenue. That was the first building erected by the house, and was looked upon as a bold move, for Madison Square was then considered far up-town for purposes of commerce, and practically all of Fifth avenue below 23d street was given over to private houses.

HARPER'S WEEKLY IS SOLD TO HAPGOOD.

Col. George Harvey, president of Harper & Brothers, announced Friday the sale of Harper's Weekly to Norman Hapgood and associates, whose names are not mentioned. Mr. Hapgood, who was for nine years editor of Collier's, will take control of the paper on June 1. Col. Harvey will devote his time to the other Harper publications.

"We sold the Weekly," Col. Harvey said, "for the same reason that we sold The Bazaar. We had a good offer from good people and accepted it. A periodical dealing chiefly with public affairs is necessarily much in evidence, but as a matter of fact the Weekly brought in hardly one-tenth of the gross revenue of the house.

"Our experience is that too many periodicals get in one another's way. Harper's Magazine and The North American Review, both of which are prosperous, are all we need and all we can publish advantageously in conjunction with our book business. I shall transfer my own editorial work from Harper's Weekly to The North American Review, beginning a series of leading articles in the July number and inaugurating a complete editorial department, 'comment' included, in the autumn."

As to the Weekly's future attitude toward President Wilson's policies Col. Harvey said:



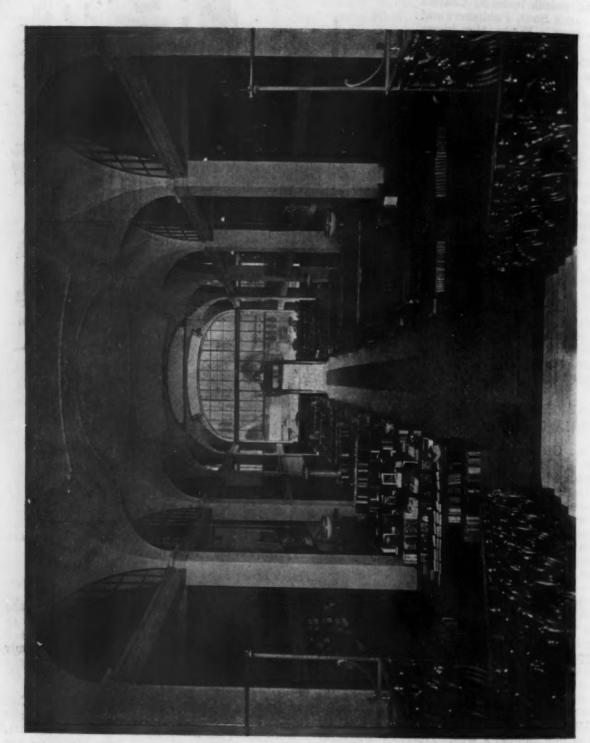
CHARLES SCRIBNER'S SONS NEW OFFICE BUILDING AND RETAIL BOOKSTORE, FIFTH AVENUE AT 48TH STREET, NEW YORK.

From a Drawing by Vernen Howe Bailey.

"I know nothing of Mr. Hapgood's plans except that he and his associates are quite as friendly to the Wilson Administration as I am. His reputation as an editor is firmly established, and there is no reason to doubt that he will make a notable success of his new venture."

Besides his nine years' connection with Colher's Mr. Hapgood has been active in editorial work most of the forty-five years of his life. He was for several years dramatic critic for the New York Commercial Advertiser and The Bookman. He is the author of "Literary Statesmen," "Daniel Webster," "Abraham Lincoln," "The Stage in America" and "George Washington."

BRIGHT colors have much the same effect upon the eye that bright music has upon the ear. Both cheer up. Brighten up your store all you can. It makes it easier to sell goods.



The Published Hodge

INTERIOR OF THE NEW SCRIBNER BOOKSTORE.

Digital of

PUBLISHERS BID FAREWELL TO PAGE.

Some 200 members of the Periodical Publishers' Association met at Delmonico's, May 8th, to bid farewell to Walter H. Page, our Ambassador to England. St. Clair McKelway, the toastmaster, at the outset of the dinner, asked: "How in heaven's name did he get the appointment?" Mr. Page's last word to his brother publishers was the expression of a wish that many of them, while he was abroad, "would find it convenient to die off."

The speeches for the most part were given up to friendly thrusts at Mr. Page for deserting the publishing business to become a public official.

"I have quit," he said. "I view your ranks from the outside. And when I say I have quit I mean it. For the magazine I have edited will not stand for the present Administration. Its function has not been to stand for any Administration or any Ambassador. I leave it behind me, and I leave it free to deal with me in my new capacity as it sees

"For these three weeks that I have not been an editor I have been a reader, and so I can tell you publishers what is wrong with you. There are too many of you. I can't read all your magazines. My serious advice is that as many of you as possible die off. I can't think of a greater benefit you could confer upon your generation. It is strange how a moribund magazine clings to life, and I wish some one could invent a painless death for magazines. It would be a great help.

"I am struck with the youth of our work. Why, our oldest magazine is still edited by the man who edited it almost from the first. Men still conduct magazines as they would go into the show business. We are just finding ourselves. There is a revolution in American life. It expresses itself in protest against the speculative era out of which we are emerging and in protest against the exploitation by some of us of others of us. It is looking to a renewal of the love our forefathers had for the land we live on.

"These things the magazines have interpreted. We need more trained writers who can interpret our national life. I would have our publishers give careers to such men, and I would have our universities train their students of keenest brain for such work. That would be a task that would make the work of an ambassador seem a mere incident.

"Gentlemen, I beseech you to take your high calling seriously. Report the American people, and if some people say you are not making literature console yourselves with the thought that you are doing something greater—reporting life. The great Republic is still the hope of the world and the refuge of the oppressed. I go away to England wishing you all good health, but more than that, wishing every one of you may display that good judgment which will enable you to catch the mood

of our Democracy at the right time and formulate it into a great people's creed."

E. S. Martin, on the staff of Life, read a poem in praise of Mr. Page, in which he hailed "the double-leaded day" in which the periodical publishers distanced the "interests" in their "neck-and-neck race" for control of the Government and so gained the right to have one of their own people sent to the Court of St. James.

Cyrus W. Curtis, publisher of *The Saturday Evening Post*, praised Mr. Page's work as a publisher to the extent of saying he loved him more than he did publishers in general.

F. Hopkinson Smith said the United States had had enough long, lean, hard-fisted Yankees at St. James's and that it was time a first-class Southern gentleman was sent over there.

S. S. McClure, publisher of McClure's Magazine, told of walking into the office of The Forum twenty-five years ago, and meeting there a young boy with rosy cheeks, who welcomed him so warmly that he liked to come again as frequently as possible. He told how publisher after publisher had "picked out Page" and then ventured a guess that "Wilson got the habit of picking Page like the rest of us and took him over."

"We may now expect the Police Commissioner to say something good of the District Attorney," remarked Francis W. Crowninshield of the *Century*, "after what we have observed here in the way of compliments from one publisher to another.

Among the guests at the dinner were sixteen members of the peace celebration delegation from England. The chairman, Lord Weardale, spoke briefly of the pleasure it gave him as an Englishman to welcome Mr. Page to his country.

TYPOGRAPHY-OLD AND NEW.

THE REASON FOR VARYING PAGE MARGINS— WHY PAGES SHOULD BE NARROW— RUNNING HEADS.

EUGENE St. John in The Printing Art.

WILLIAM MORRIS, of Kelmscott Press fame, one of the great printers of the nineteenth century, once declared that no artistic books had been printed since 1550. The Morris style of typography is an imitation and adaptation of the work of Gutenberg and Schoeffer and, for modern requirements, an improvement on it. Let us study the Morris-Gutenberg-Schoeffer style in an effort to discover the reasons of its excellence. Morris states that the unit of the book is not the page, as is commonly supposed, but a pair of pages as the book lies open before us for reading. Opening a Morris book, we note that the margins are unequal, decidedly unequal. The inner, fore- or binding-edge margins that separate the pair of pages are narrowest, the top margin somewhat wider, the outside wider than the top margin and the bottom margin widest of all. This is not an innovation. It is the scheme of margins used throughout Europe since its introduction by the first printers. Morris states that a bibliomaniac friend of his, after a careful study of many artistic books, declared that the average difference between inside, top, outside, and bottom margins is twenty per cent. A difference of even twenty-five per cent. is permissible. All manuals of typography specify this increase in margin in a progression from the inside through top and outside to the bottom margin, but no one has ever satisfactorily explained the scheme.

One writer states that the outside and bottom margins were left extra wide for notes by the pensive reader. Nonsense; the first books were too costly and precious, and any marginal notes in these old masterpieces would be sacrilegious vandalism, unless by the hand of a master calligrapher or decorative artist.

Another writer recalls the fact that the sheets of paper used by the first printers were of unequal size, hence the margins furthest from the folding point needed to be widest. Could any explanation be sillier? Of course we allow something for trim, but these margins are wide beyond the widest trim.

Still another guesser opines these margins are widest because grasped by the hands to hold the book when reading. But this ingenious commentator forgets that the first books were ponderous things, laid on and chained to an inclined plane like the lectern of the pulpit in the old universitiess. One would be as likely to hold a London or New York City directory in the hands while reading it.

What has Morris, the great adapter of mediæval typography, to say on the subject? Distressingly little. He contents his artistic soul with the statement that the paired pages look best so arranged, and adds that the inner margins should be narrow that the reader's eye may have the minimum distance to travel in passing from the end of the left-hand to the beginning of the right-hand page.

beginning of the right-hand page.

In the foregoing you have the sum and, substance of all the ana on this subject.

There is not a grain of sense in it all with the exception of Morris' offering, and his explanation can hardly be called lucid.

We all know this scheme of margins affords the best appearance, but why, why, why?

the best appearance, but why, why, why?

Let us first consider a book as a piece of decorative art, as it is. The picture is a pair of pages. Now be it remembered that while we have two eyes, they serve but a single mind. The ideas of concentration and unity appeal to both our optical and mental vision. If the pages are a unit they should not be widely separated, but thrown closely together. In all art we find this central idea emphasized. The type pages are the centre of the two leaves of paper, the twin centre of the picture, so should not be separated by a broad band of white paper.

Our picture is composed of black lines on a white ground apparently. In reality they are gray lines on a white ground, because the white within the contour of the individual type, between lines and words, degrades the black to a gray. Nor is this all. Even black reflects some white light and to make matters worse the black ink is in an extremely thin layer and is rarely a true black. Lay a cone of ivory black beside the printed page and you will see how far from black the print is.

With all these influences at work the black appears grayish. Much more than half the area of the type page is white, not only the space between the lines but also that in the face of each letter and between the words and sentences and paragraphs. As if this were not enough we further help the white to overpower the black by adding wide white margins. The result is a picture in which the white is strong out of all proportion. The black has been degraded to a meaningless gray. Look at the work of Rembrandt, the greatest master of white and black, and you will find the white subordinated to the black.

The first printers, with fine sense of color values, subordinated white to black in their pages, hence the inner margins were made narrow, because the wider they are the more they weaken the black. Concentrated color is stronger than a broken mass of it. The necessary contrast is secured by the white space within the type page.

The top margin was made much wider than the bottom margin in order to throw the black well up above centre, so that its weakness in tone might be helped by a more prominent position. This is an old device to secure balance of color.

The top and inside margins having been narrowed, it is necessary to make the outside and bottom margins wide, or else dispense with them, which is manifestly impossible without mutilating the picture.

mutilating the picture.

But a book is more than art. The Bible alone is worth more than all the art of all the ages, and Shakespeare has given more pleasure and instruction than all the old masters from Apelles and Zeuxis to Raphael and Titian. Can all of Titian's matchless color or Rembrandt's resounding shadows compare in intrinsic worth with "Pilgrim's Progress" or "Uncle Tom's Cabin?" Art is fine, and noble, and uplifting, but deeper and stronger than art is thought and reason.

A book is, first of all, a message or record of thought. Its unit is not, as Morris said, a pair of pages, but a word. A word is a symbol of meaning, thought, reason. We do not read pages but words. A page, even a letter, is a mere mechanical contrivance. The word's the thing.

It follows, then, that the prime desideratum in the printed page is legibility. What is the act of reading? It is a process in which the eyes note and distinguish the symbols of meaning on the page and transfer these symbols to the mind, which assimilates them. It is a dual process in which the eye and mind help each other. The great requisite is that the eye may easily note and distinguish the word-symbols.

It is evident that we read the black and not the white lines, hence the black should receive more emphasis. Here is where the first printers were right and we are wrong. Their type faces were as black as black can be. Their lines were set solid, so that the white space between was only two-thirds as wide

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as the height of the type. The type was closely set in the word and the thinnest spaces were used between the words. Legibility was thus secured by concentrating and emphasizing the black.

Nor is this the only benefit. More words are thus contained in a given space—a line or a page—and the eye consequently has much less travelling to do, a matter of great importance, as any great reader will tell you.

For some unknown reason the modern printers have taken to wide spacing between

type page may be thrown up to our line of vision, which is a little lower than the level of the eye. To discover the origin of this line of vision we need only recall that man is a social as well as a thinking creature, the eyes are the windows of the soul and we naturally look each other in the eye in conversation, our eyes helping our ears to catch each other's meaning.

One feature of the modern page that spoils its appearance and bothers the eye are the rivulets of white space that trickle down the



A WINDOW DISPLAY OF "BOBBIE, GENERAL MANAGER" (STOKES) THAT WAS CAREFULLY LINKED UP WITH A SELLING CAMPAIGN;

lines and words, thus increasing the eye travel and weakening the tone and emphasis of the type.

From the reader's standpoint the Morris margins are best. As Morris said, the eye has the minimum travel in passing from page to page. The top margin should be narrow, because the wider it is the more it retards the eye.

We read most easily that which is directly in front of our nose and about eighteen inches distant. This makes the centre and top of the open book preferred position, as it were. Look at the centre of the book, where the inner margins are, and you will find that you cannot read more than an inch or two on either side of the margin without turning the eye or moving either the book or your head. Since the centre is preferred position it should not be taken up with white space. The bottom margin should be deep that the

page. This may be avoided by thin spacing between words.

We cannot use a type like Gutenberg's, because such a gothic face is Greek to our eyes. But we can use a bold or black-face type. Morris' Golden type had the right blackness and boldness, but it was not simple enough, just a little too ornate. Morris, with many others, made the mistake of using an almost square face in a page of rectangular form with its longer sides perpendicular, thus violating the subtle sense of form. Cheltenham old style is the face for such a page. This type has a bold face, yet is slender and not square, is closely set in words, and from its form stands thin spaces between words and lines. It is undoubtedly the best type ever made for any page or other space in the form of a rectangle with its longer sides perpendicular.

But since all pages and forms are not of this geometrical form, other type faces are needed.

Caslon old style is a good face because it is simple in design and bold and strong in line. A little experiment will show it is superior to Cheltenham in square pages and other forms, or those of rectangular form with the longer sides horizontal. These differences in type-faces are only discernible in the sizes above ten-point. Smaller sizes lose their individuality in a large page. On a business card, letterhead, or billhead, or any similar form longer horizontally, such nearly square faces as Caslon look better than faces like Cheltenham, unless the latter are given an appearance not their own by means of rules and skillful arrangement.

Book pages should be narrow or composed of narrow columns. As the eye reads, it passes along one line from left to right and then jumps back slightly more than the length of a line to read the next line. If the lines are short the eye is saved much of this backward travel. Thirteen-em wide newspaper columns are the ideal reading width. Cut a column out of a newspaper and wind it into a roll. Then gradually unroll it as you read and note how fast and easily you can read, with the minimum eye travel and no white margin to bother the eye.

As previously stated, reading is a dual process. The brain must assimilate as the eye reads. It has been proven that the eye pauses every few words to allow the mind, busy assimilating, to catch up. After each pause the eye must again seek the line. If the lines are long, the eye often has trouble to locate the next word and not infrequently loses the place and line. So you can readily see the advantage of a narrow measure.

A condensed type like Cheltenham, if thinly spaced and not leaded, saves the eye as well as the mind and time, as more can be read in a given period of time. We read only the top half of a line of type, another reason why faces like Cheltenham are preferable.

Morris realized that running heads are a useless excrescence. If we have a title-page, table of contents, and index, what need is there of running head? Besides spoiling the appearance of the page they are a hindrance to the eye in reading. Morris broke the head into several short lines and placed it in the outer margin, printed in red. His page numbers he placed at the foot of the page, indented one inch from the outside margin on both the left- and right-hand pages, to retain balance.

The presswok of the Morris books is excellent, every letter being smoothly and completely inked. Morris is supposed to have wetted down his paper before printing and to have pressed out the embossment on the back before printing the second side. The same grade of presswork is to-day obtainable in this country without wetting down and without embossment on the reverse of the sheet. Morris used the best paper England could produce, better than Whatman's drawing paper, and his ink was a high-grade bond blue-black.

And yet, with all his infinite pains, his skill as an artist, and his lavish use of the best material, it must be said that the Morris book

is not satisfactory. In the first place, his topye, nearly square, tries our eye, which instinctively seeks a type like Cheltenham in a page of upright parallelogram form. Secondly, the Morris paper and ink reflect too much white light to the eye. His paper, while not enamelled, has the peculiar lustre or sheen of linen, which, with its pure white color, reflects too much white light for continuous reading. His black ink, while of proper depth, was too glossy, and the glossier the black ink the more white light it reflects. Had Morris used a dull lithographic black of the same depth and a dull white or creamy paper the result would have been more restful to the eye.

Owing to the unnecessary use of half-tone in the text much nodern book paper is glossy and trying to the eye. A true black ink is rarely used, so that the effect is decidedly grayish. The rubber-offset process promises relief, since we may with it print half-tone in the text on a dull paper. As it is we are straining our eyes. White and glossy paper is one of the brightest things in the world, reflecting more white light than any color except zinc white, hence the next brightest thing to sunlight, and never intended to be stared at for hours at a stretch, as we must do in continuous reading. The eyes are not only injured but many other troubles also like headaches, etc., are caused.

Recently much has been said about printing with white ink on black paper. It is not feasible, so will hardly be attempted, but that it would be an improvement one can see by looking at a good half-tone print, where the soft effect is obtained by subordinating white to black, instead of our typographic absurdity of subordinating black to white.

"Whiteing out" is useful and necessary, but in its place, which is in the margin and not in the type page. White space in abundance is found between the lines and outlines of the type. White space is useful to segregate the separate parts of ads and other jobs, but it is harmful and not helpful when used in the interior of these parts. White space is valuable on a newspaper page around an ad to separate it from other ads, but an ad so separated, an island of black in a white sea, is blacker and stronger if thin-spaced and solid. Nothing is simpler or plainer, and this little truism is the core of the Morris-Guterberg-Schoeffer style. We all know it is true and simple, yet how often it is forgotten.

A CAREFULLY PLANNED WINDOW DISPLAY.

THE window display the photograph of which appears on the preceding page is notable as a logical part of a carefully planned selling campaign by the dealer. Two advertisements were placed in succeeding weeks in the local papers, each containing the legend "Who's Bobbie?" in facsimile handwriting. This same cut was run on alternate pages of the local social weekly. The second week it was inserted again, followed by a reference to a review of the

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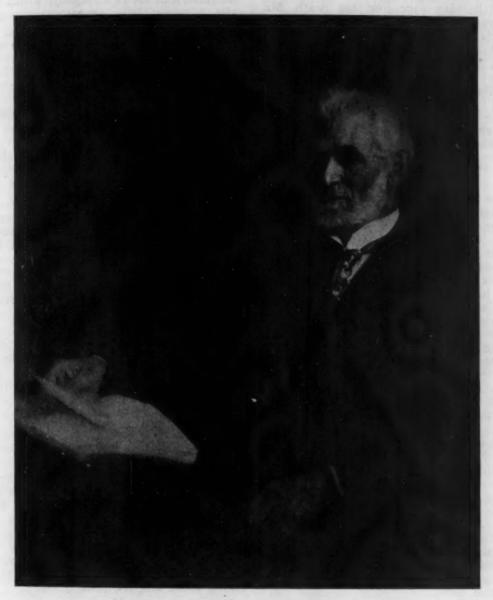
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book, "Bobbie, General Manager," by Prouty, in the same issue by a noted critic, as well as a reference to the store. At the same time there were mailed 1,000 circulars containing the first 16 pages of the book in a colored cover

similar to the jacket. Then the review was printed on large post cards and mailed to follow up the pamphlets. The latest selling-help consists of lettered display cards each bearing a short quotation from a good review. Al-



Francis Fisher Browne

though the book is a first novel by a hitherto unknown author, nearly 400 copies have been sold by Korner & Wood in a little over two months as a result of this campaign.

OBITUARY NOTES.

Francis Fisher Browne, author, and editor of *The Dial* since 1880, died May 11th in a sanitarium at Santa Barbara, Cal., after a long illness. Mr. Browne, while maintaining a residence in Chicago, had spent the last fifteen winters at Pasadena, where he was associated with John Burroughs, the naturalist, and John Muir, geologist. Francis F. Browne was born at Halifax, Vt., in 1843.

He was a kinsman of John Browne, of Osawotamie. He was educated in the schools of Chicopee, Mass., and learned the printer's trade. After leaving school he served in the Massachusetts Volunteers, his last army experience being at Gettysburg. He then studied law and entered the University of Michigan. He was editor of the Lakeside Monthly and literary editor of the Alliance, and in 1880 undertook the editorship of The Dial.

Mr. Browne for many years had been associated with most of the leading figures in American literature. William Dean Howells was a personal friend, and he included among his friends of an earlier generation James

Russell Lowell, Lanier, Stedman and Stoddard. In London he carried on a continual correspondence with such men as Dobson and Lang. He was chairman of the committee on the congress of authors at the World's Columbian Exposition in 1893.

Up to the day preceding his death Mr. Browne was actively engaged in revising one of his early books regarding the life of Abraham Lincoln. The revised edition is to be known as "The Every Day Life of Lincoln," and while compiling the volume he visited many of the scenes of the martyr President's early life. F. G. Browne & Co. will publish the volume in the Fall.

His resemblance to Lincoln physically and temperamentally was very remarkable. In temperament he had almost all the characteristics of Lincoln—his sadness, his introspection, his understanding of the world, his ability to meet on common ground the humblest and the highest, and his sense of humor.

As a printing expert he was almost unsurpassed. He was a practical printer, having learned his trade in the office of the Springfield Republican. This expert knowledge accounted for the reputation A. C. McClurg & Company had for their books while he was connected with that house, ostensibly as "literary adviser." In reality he practically conducted the affairs of the Publishing Department, planning the books mechanically, revising manuscript, reading proofs and handling correspondence with authors. While the Dial was published by McClurg he often wrote a greater part of the early numbers, besides managing the business side, securing advertising, etc.

His interest in young authors was always keen and his advice and help was of the practical kind. In handling *The Dial* he had a very great ability in ferreting out the promising young writers, among others the present President of the United States, Dr. Albert Shaw, etc.

Besides the widow and three sons living on the coast, three other sons—F. G. Browne of River Forest; W. R. Browne, associate editor of *The Dial, and* Herbert S. Browne, of Chicago—survive.

Mr. Browne was author of "Everyday Life of Abraham Lincoln" (1886); "Volunteer Grain" (poems) (1896), and editor of "Golden Poems by British and American authors" (1883); "The Golden Treasury of Poetry and Prose" (1884); "Bugle Echoes," a collection of poems of the Civil War, Northern and Southern (1886), and the "Laurel Crowned" series of standard poetry (1890-92). He was translator of "The Surgeon Stories," a series of historical novels by Topelius, the Danish author, and of "Paul and Virginia of the Northern Zone."

PERSONAL NOTES.

WILLIAM C. FREEMAN, for the past five years advertising manager of the New York Evening Mail, will shortly be associated with the New York Tribune. Harry J. Prudden recently re-

signed from the Tribune to go with the Frank Presbrey Company.

PATRICK FARRELLY, founder of the American News Company, left an estate to his widow consisting chiefly of 3,005 shares of stock of the American News Company, worth \$128,223.

NATHAN FRANK, of St. Louis, has sold The St. Louis Daily Star to Fred Warren and Fred Veon. Mr. Warren, who will continue as editorial director, came from New York last September. Edward S. Lewis, of St. Louis, has been elected president of the publishing company.

CHARLES SESSLER, of 1314 Walnut Street, Philadelphia, will sail for Europe on the SS. Kaiserin Augusta Victoria leaving New York May 29th, in order to attend the sale of the third portion of the Huth Collection. He will spend the Summer in searching for rare books and unique items of literary interest.

FRITZI SCHEFF, the comic opera prima donna, whose troubles with her novelist husband, John Fox, jr., have for some time engaged the attention of the courts, got her divorce in White Plains Thursday, when Supreme Court Justice Keogh made the interlocutory decree which he granted last January final.

P. J. SEFRANKA, buyer of books and stationery for Famous & Barr Co., of St. Louis, Mo., sailed for Europe last Thursday on the steamer La Touraine. Mr. Sefranka will visit Berlin, Paris, London and other noted book centers of Europe. He will buy back rare editions of books in fine leather bindings and other goods for his department.

PERIODICAL NOTES.

THE New York Commercial, the oldest newspaper in New York, dating back to 1795, has moved from its old home at No. 8 Spruce street to the Evening Post Building, No. 20 Vesey street. Under the new arrangement the Commercial will keep its own staffs but will use the mechanical plant of the Evening Post. The two newspapers will have the same stereotyping room and the same presses.

THE AMERICAN NEWS COMPANY have just established a branch in Sydney, Australia, to be known as The Australasian News Company. This will begin business at once. The first shipment of magazines is now on the way. The Australasian News Company will cover the entire trade in Australia, South Australia, New South Wales, New Zealand, and all tributary territory, at prices and terms more favorable than heretofore given on American publications.

An analysis of the recently published List of Current Foreign Periodicals received in the libraries of the University of Cambridge made under the direction of Dr. Johnson, Librarian of Columbia University, shows that of about 1,600 serial publications only 252 are American, and these are for the most part publications of state scientific bureaus and scientific societies. Among the latter are 48 publications

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of universities, Harvard University leading with 10. There are only a few periodicals of a general character, viz., the Atlantic Monthly, North American Review, Popular Science Monthly, and Science.

It is again rumored that William R. Hearst is to move his business offices uptown. According to report, he has completed purchases of land that he has long sought in the vicinity of Columbus Circle. On the site of Nos. 315 to 335 West Fifty-eighth street and Nos. 312 to 324 West Fifty-ninth street he will erect a 10-story building for the printing of his newspapers and magazines. On the site bounded by Columbus Circle, Broadway, Central Park West and Sixty-first street he will put up a five-story office building, which will contain the business office of the American, twenty-one stores and a subway entrance. The land purchases were made through Huberth.

RICHARD E. SLOAN, formerly United States District Judge of Arizona, started suit May 15 for \$100,000 damages for libel in the United States District Court for the Southern District of New York against the Ridgway Company, publisher of Everybody's Magazine. Ex-Judge Sloan complained that an article in the April number of the magazine, entitled "Uncle Sam, Lawbreaker," written by Frank Blighton said: "He is now on the bench. His presence there may be particularly fortunate some time for the electric interests. The Corporation Commission of Arizona may take it into their heads to order a re-Arizona duction of rates. They can do this under the new State Constitution. Then the trust might claim the new rates to be 'confiscatory,' and carry the case over into the Federal Court, where Judge Sloan presides. And there you are?" These insinuations and other allegations in the article Judge Sloan declares are entirely without foundation.

LITERARY & TRADE NOTES.

THE opportunities for co-operation in the upbuilding of rural districts are pointed out in a new Association Press volume, "Country Church and Community Co-operation."

THE fourteenth Billy Whisker volume is now ready, with Billy still in the best of spirits. This latest of the Frances Trego Montgomery books has the title "Billy Whiskers in Town." Saalfield is the publisher.

A NEW series, Lippincott's Farm Manuals, edited by Prof. Kary C. Davis, is begun with the publication of "Productive Swine Husbandry," by G. E. Day, of the Ontario Agricultural College, Guelph, Canada.

ROBERT M. LA FOLLETTE'S "A Personal Narrative of Political Experiences" is, to a certain extent, a picture of recent progress in democracy—the record of crucial periods in America's political life. The autobiography is published by The Robert M. La Follette Co.

SIR WILLIAM BASS has decided to sell his mansion, Byrkley Lodge, Burton-on-Trent,

England, and the contents, which include portraits by Reynolds, Zoffany and other artists, and four thousand volumes of fine editions of sporting books, besides other works of art.

W. B. CLARKE COMPANY announce for early publication, "Harvest Home," by Sarah Hammond Palfrey, author of "Old Times and New in Boston," "King Arthur and Avalon and Other Poems," and other books. Miss Palfrey is the daughter of the late John G. Palfrey, the well-known historian.

"THE PATCHWORK GIRL," whose appearance rivals the most vivid creations of the Cubists, is the heroine of "The Patchwork Girl of Oz," L. Frank Baum's latest. In the truly gorgeous "Oz" style, this juvenile will appear about July 1. The Reilly & Briton Company, who have published all the "Oz" books but one, are the publishers.

THE PUTNAMS are about to publish a "Candid History of the Jesuits," by Joseph McCabe, author of "The Decay of the Church of Rome." It is curious that no English writer has hitherto attempted a systematic history of the Jesuits. Probably no religious body ever had so romantic a history, or inspired such deadly hatred.

A SUMMER vacation house party on a Texas ranch gives opportunity for many good times in Eleanor Stuart's latest juvenile, "The Sunbridge Girls at Six Star Ranch," just published by L. C. Page & Co. The girl who likes to read her brother's books will find plenty of the right kind of adventure in this out-of-door story for girls.

AMELIA E. BARR, author of many famous novels, has just completed an autobigraphy of her long life of active service. This book, an unusually frank, honest contribution to the list of personal memoirs, will be issued this month by D. Appleton & Co. Mrs. Barr is at present working upon her new novel for Appleton, "John Wesley's Love Passage."

HURST & Co. have ready their leading juveniles for 1913: "The New Boys at Oakdale," by Morgan Scott; "The Boy Scouts at the Panama Canal," by Lieut. Howard Payson; "The Motor Maids in Fair Japan," by Katherine Stokes; "Frank Armstrong, Captain of the Nine," by Matthew M. Colton, and "Molly Brown's Senior Days," by Nell Speed.

To-day brings the publication of "The Ambition of Mark Truitt," by the Bobbs-Merrill Company—a romance of American life involving the struggles of the capitalist, the laborer, the progressive, the humanitarian, the society woman and the woman who gives all for love. The author, Henry Russell Miller, has already won success through his novels, "The Man Higher Up" and "His Rise to Power."

THE BAKER & TAYLOR COMPANY have instituted a "Service Department" for the benefit of the bookseller. They are prepared to give expert advice on forthcoming books and even ship a certain quantity of the best ones at stated periods, undertaking to choose from the

great mass of new books those best suited to the needs of the individual bookseller. Further details will be sent on application to the "Service Department."

THE efficiency of the individual is the central theme in Gerald Stanley Lee's book of essays, "Crowds," announced for publication by Doubleday, Page & Co. in May. Among many diverse subjects he takes up Socialism, the trusts, strikes, Cook and Peary, Wilbur Wright, the Golden Rule in business, the Nobel prizes, J. P. Morgan, syndicalism, the Titanic, Woodrow Wilson, Roosevelt, Wm. G. McAdoo and co-partnership.

HARPER & BROTHERS announce the publication this week of six new books: "The Turning of Griggsby," by Irving Bacheller; "Isobel," by James Oliver Curwood; "Our Own Weather," by Edwin C. Martin; "Harper's Book for Young Naturalists," by Alpheus Hyatt Verrill; and two additions to "Harper's Library of Living Thought"; "The Age of the Earth," by Arthur Holmes, and "Are the Planets Inhabited?" by Edward W. Maunder.

"Peggy in the Rain" is self-supporting, the man who falls in love with her is wealthy. From this develops a situation rather unusual in a Barbour novel, if not elsewhere in fiction. The man swears that in everything save the conventions their union shall be a true marriage. The girl refuses and leaves him. Those who have relied on the Barbour novels as gift books for the young or conventional should note that this book is written for a different public.

ROBERT STERLING YARD, publisher and editor, has become associated with The Century Company, and will be an important factor in developing the editorial policies and publishing undertakings of that house. He has withdrawn entirely from Moffat, Yard & Company, and will devote all his time to the interests of The Century Company. Mr. Yard's book, to be entitled "The Publisher," will be issued in the autumn by the Houghton Mifflin Company.

Toya, with a Japanese mother and an American father, finds New York a puzzle and proves one herself to New York—especiailly to the lover who appears before very long. "Toya the Unlike," by Eleanor Mercier Kelly, is to be published soon by Small, Maynard & Co. On June 21 this firm will send out "Uncharted Seas," a Carolina novel by Robert Adger Bowen. "Two Years Under the Crescent," by H. C. Seppings Wright, special artist-correspondent of the *Illustrated London News*, is promised for the same date.

ONE HUNDRED THOUSAND copies sold in Germany in three months, translation into eight languages, suppression in Hamburg (where it first saw the light)—this is the promising record of "The Human Slaughter-House," by Wilhelm Lamszus. It is a picture of what war between two highly "civilized" powers would mean. The author was removed by the government from his official position, but reinstated because of the weight of public

opinion. Alfred Noyes has written the introduction.

In their campaign in the interests of "Sylvia" the new Upton Sinclair novel, the John C. Winston Company are inserting advertisements in literary and general magazines with a combined circulation of 4,000,000 copies at a cost of \$2,885 per insertion, and in 73 principal newspapers of 54 large cities at a cost of \$2,000 per insertion. The theme of the story is one just now in the foreground. It suggests, rather than preaches, the necessity for a fuller knowledge of things as they are, and for a different ethical standard.

"EUROPEAN CITIES AT WORK," by Frederick C. Howe, whose book, "The City, the Hope of Democracy," issued some years ago, awakened much interest, is, as the title suggests, a study of the activities rather than the structure of European cities. Within the past ten years municipal administration in Europe, and especially in Germany, has become very largely social and industrial. The city has taken on a great variety of activities, closely related to the comfort, convenience, and happiness of the people.

THERE are a number of notable additions this week to the Macmillan Standard Library and Macmillan's Modern Fiction Library. In the former are brought out H. G. Wells's "New Worlds for Old," Norman Hapgood's "Abraham Lincoln," Dr. Shailer Mathews's "The Church and the Changing Order," and Reverend Charles Jefferson's "The Building of the Church," while in the fiction library James Lane Allen's "A Kentucky Cardinal," E. V. Lucas's "Mr. Ingleside," Charles G. D. Roberts's "Kings in Exile," and Elizabeth Robins's "A Dark Lantern" are now ready.

F. G. Browne & Company of Chicago suggest that their "Bugles of Gettysburg" might be used effectively in window displays for Memorial Day. The author is Mrs. General George Pickett (La Salle Corbell Pickett), well known as lecturer and author, whose husband was the great Gettysburg figure. The publishers have arranged to give with every order of ten or more of the book a quantity of the Confederate Battle Flag. Posters and imprint circulars will be sent on request. War-time relics might be effectively used in a window display of the book.

Houghton Mifflin Company announce the postponement of their latest publication date in May from the 17th to the 24th. On that day will appear Henry Sydnor Harrison's new novel, "V. V.'s Eyes"; "Time and the Woman," by Richard Pryce; "Justice and the Modern Law," by Everett V. Abbot; "Stowe Notes," by Edward Martin Taber; "A History of Lexington, Mass.," by Charles Hudson; "Michelangelo," by Robert W. Carden; "The Youth of Henry VIII.," by Frank J. Mumby, and a new illustrated edition of Longfellow's "Tales of a Wayside Inn."

Holt's recent publications have been along scientific lines—the second series of "Science from an Easy Chair" by Sir Ray Lankester, h

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nce ter. "The Living Plant" by William F. Ganong in the American Nature Series, and "The Stars and their Stories," for young people, by Alice M. M. Griffith, are books of the week. "The Child, Its Care, Diet and Common Ills," is a practical handbook by E. Mather Sill. Three volumes are added to the Home University Library: "From Jefferson to Lincoln," "The Literature of the Old Testament" and "Writing English Prose."

THE CENTURY COMPANY reports on press the nineteenth printing of the Century Cook Book, the twentieth of Rudyard Kipling's "Second Jungle Book," the forty-third of "The Lady of the Decoration," and the forty-sixth of Alice Hegan Rice's "Mrs. Wiggs of the Cabbage Patch." Their May issues include new books by Jack London ("The Abysmal Brute") and Bertha Runkle ("The Scarlet Rider"), May 24, and on May 19 George J. Kneeland's "Commercialized Prostitution in New York City," published under the auspices of the Bureau of Social Hygiene.

We are promised the inside story of many matters of high finance in "My Adventures with Your Money," by George Graham Rice, mining financial editor of the New York Telegraph. Mr. Rice, we are told, tells the actual facts concerning Maxim & Gay, The Goldfield Boom, The Sullivan Trust Company, The Gans-Nelson Prize Fight, The Greenwater Fiasco, Nat C. Goodwin & Co., Rawhide-Nipissing-Ely Central, and B. H. Sheftels & Co., to which the American public contributed \$500,000,000. June 14 is the publication date, and R. G. Badger the publisher.

Six novels are published to-day by George H. Doran Co.: "Fortitude," by Hugh Walpole; "The Debit Account," by Oliver Onions, author of "In Accordance With the Evidence," recently published; "The Jumping Off Place," the story of a society beauty who finds herself in a Montana mining camp; "Mixed Grill," London itself as seen by W. Pett Ridge; "Dying Fires," by Allen Monkhouse, tale of a man inclined not to marry, and what happened to him, and "Growing Pains," by Ivy Low, the comic tragedy of a heroine who "grows up" and finds penalties and pleasures involved in the process. To-day also brings Cosmo Hamilton's "A Plea for the Younger Generation"—a more urgent message along the lines of his play, "The Blindness of Virtue."

The sale of the library of Judge Edgar J. Lauer, of New York, was ended at the Anderson Company's auction rooms on the 14th. The total was \$2,010. W. P. Brown, of Dobbs Ferry, paid \$32.50 for a set of William H. Prescott's works, including several first English editions. J. B. Foley gave \$25 for a first edition of "The Revolt of Islam," by Percy B. Shelley, London, 1818, with the scarce leaf of Errata. Henry Malkan obtained for only \$17.75 a copy of the scarce first edition of Sir Walter Scott's "Waverley; or, 'Tis Sixty Years Hence," Edinburgh, 1814. It contains

the book plates and autograph signature of Francis Lord de Dunstanville. The book, however, is defective; the half-title and imprint page to volume I, are missing, the covers are loose and a few margins are stained.

A BILL introduced into the New York State Senate by Senator Keirnan, at the instance of the Board of Education, makes it impossible for the Board to sell old text-books to second-hand dealers. The bill provides that books shall be sold to the highest bidder, who will guarantee to destroy them, in order "to prevent the same being sold to second-hand dealers." It was explained by an officer of the Board of Education that the actual procedure to be followed with such books would be to return them to the several publishers from whom they had been obtained, who would allow a rebate on them of their value as paper. It seems that the city wishes to prevent the circulation of such books after they have been condemned for use in the schools. It is felt that they are a positive menace to health, because of the frequency with which they are handled before condemna-Book publishers took the view that, while it was true that they would gain by the bill because of the wiping out of the secondhand trade in such books, it was, nevertheless, a disinterested measure inasmuch as it was conducive to the public health. serted that for some time educators had been concerned because of the unrestricted circulation of books, even after they had been sold by the city. It is estimated that about 1,500,-000 schoolbooks are condemned by the city annually.

CATALOGUES OF NEW AND SECOND-HAND BOOKS.

Andrew Raxendine, Edinburgh, 15 Chambers St. Catalogue of antiquarian and general books, including books on angling, botany, Burnsiana, Cromwelliana, etc. (No. 132; 1146 titles)

Walter M. Hill, Chicago, 22 E. Washington St. Clearance catalogue of books in all departments of literature at greatly reduced prices. (No. 46; 941 titles.)

prices. (No. 46; 941 titles.)

C. Lang, Rome, Via Margretta 92. Ritratti
Italiani della raccotta Cicognara-morbio. (No. 18; 3043 titles.)

Eugene L: Morice, London, W. C., 9 Cecil Court, Charing Cross Roads. Morice's Oriental catalogue. (No. 18; 762 titles.)

ental catalogue. (No. 18; 762 titles.)

E. R. Robinson, Troy, N. Y., 410 River St.

A selection of rare and interesting second-hand books, including Americana, genealogy,

Civil War, etc. (No. 6: 731 titles.)

Civil War, etc. (No. 6; 731 titles.)

Chas. Thurman & Sons, Carlisle, Eng., 11

English St. Miscellaneous second-hand books, being recent additions to the second-hand and scarce book department. (723 titles.)

scarce book department. (723 titles.)

James Tregaskis, London, W. C., 232 High
Holborn, Caxton Head. Catalogue of choice
and rare books, comprising early military
books, books of emblems, rare works of English poetry, road books, etc. (No. 742; 763
titles.)

BUSINESS NOTES.

BLOOMINGTON, ILL.—H. C. Wagner has sold out to Ralph Spafford.

NEW YORK CITY.—P. Stammer, bookseller and bookhunter, has removed to 127 E. 23d Street.

New Orleans, La.—Alison's "Old Booke Shoppe" (Stephen H. Alison, prop.) has moved from 805 Poydras St. to 621-623 Commercial Pl., near the newspaper offices.

New York City.—The American Newspaper Publishers' Association, Inc., was incorporated on May 8th for the promotion of business interests. The directors are Elbert H. Baker, Cleveland; Herbert L. Bridgman, Brooklyn; Hilton U. Brown, Indianapolis; John Stewart Bryan, Richmond; F. P. Glass, Montgomery; Jason Rogers, William J. Patterson, New York; J. F. MacKay, Toronto; Hopewell L. Rogers, Chicago; Charles H. Taylor, Jr., Boston: Harry Chandler, Los Angeles.

ton; Harry Chandler, Los Angeles.

WHITEHALL, N. Y.—Miss Fanny Reed has recently opened a book and stationery shop.

PICK-UPS.

SEEING AMERICA FIRST.

Friend (at bookstore)—Helle, old man. Buying a book?

Other One—Yes; my wife's going to Europe, and she wanted me to get her a volume about the famous historical places in the United States, so that she will be able to describe them to the foreigners she will meet.

—Judge.

AUCTION SALES.

MAY 20, 2:30 AND 8:00 P.M. Valuable autograph letters belonging to William C. Gibson, Esq., and from other sources containing many fine letters of the Presidents, generals in the Revolution, etc., and Charles II's original proclamation commanding obedience to William Penn, etc. (No. 1086; 1047 lots.)—Freeman.

MAY 20 AND 21, 10:30 A.M. AND 2:30 P.M. Scarce books and pamphlets, rare Americana first editions, association books, etc., etc. (No. 515; 983 lots.)—Merwin.

MAY 22 AND 23, IO:30 A.M. AND 2:30 P.M. The postponed sale of the Will Carlton Library.—Merwin.

BIBLIOGRAPHICAL NOTES.

OSCAR WEGELIN has just issued an enlarged and corrected edition of his bibliography of "Early American Fiction, 1774-1830," originally printed in 1902. It gives the full title page of each entry, typographically designated, and in every instance where the book was published anonymously the author's name, if known, is printed in brackets. In all but a few instances only the first edition of each publication is noted and all juveniles are omitted. The list as revised comprises 216 different titles, a number of which have bibliographical annotations, followed by an index of anonymous titles not catalogued as such.

Mr. Wegelin wisely refrained from quoting current auction prices. Such valuations, while approximate at this moment, might mean little or nothing a few years hence and therefore would be misleading and add but little to the value of his compilation.

CATALOGUES OF NEW AND SECOND HAND BOOKS

Edward Baker, Birmingham, 14 and 16 John Bright St. Technical catalogue comprising works on building, architecture, science, transactions, etc., etc. (No. 302; 1130 titles.)

— Catalogue containing miscellaneous

— Catalogue containing miscellaneous works in all departments, including all the latest remainders. (No. 318; 879 titles.)

Bloch Publishing Co., New York, 40 E. 14th

Bloch Publishing Co., New York, 40 E. 14th St. Clearance sale of Judaica, consisting of choice and interesting English and German works, out of print and scarce. (No. 15; 850 titles)

Arthur H. Clark, Cleveland, Caxton Bldg. A catalogue of Americana, recently purchased here or selected in Europe, including books on Canada, Pennsylvania, Virginia, etc. (No. 47.)

John Grant, Edinburgh, 31 George IV Bridge. Catalogue of second-hand books in many branches of art, literature and science from private libraries recently dispersed; also a collection of rare old Bibles and Prayer Books.

Otto Harrassowits, Leipzig, Querstrasse 14. Bücher Katalog. Kunst und Archaeologie Musik Theater. Illustrierte Bücher. (No. 358: 2155 titles.)

358; 2155 titles.)

Karl W. Hiersemann, Leipzig, Königstrasse
29. Architektur enthaltend die Bibliothek des
K. B. Bauamtmanns. Prof. Dr. Richard
Streiter München. (No. 422; 853 titles.)

George T. Juckes Co., London, W. C., 35 St. Martin's Court. A catalogue of rare and interesting books in all branches of literature. (No. 233: 524 titles.)

(No. 233; 524 titles.)

Joseph McDonough Co., Albany, N. Y., 73

Hudson Ave. Catalogue of scarce and valuable books, the library of the late William Smith, of Cohoes, N. Y. (No. 296; 570 titles.)

Smith, of Cohoes, N. Y. (No. 296; 570 titles.)

Noah Farnham Morrison, Elizabeth, N. J.,
314 W. Jersey St. Catalogue of books and
pamphlets. (No. 136; 751 titles.)

J. Metcalfe Morton, Brighton, Eng., I Duke

J. Metcalfe Morton, Brighton, Eng., 1 Duke St. A catalogue of miscellaneous books, ancient and modern. (No. 8; 1048 titles.)

Daniel H. Newhall, New York, 154 Nassau St. A small collection of books and pamphlets relating to the southern states with titles relating to Lee, Davis and Jackson, together with some maps and autographs. (No. 77; 993 titles.)

Georges Rapilly, Paris, 9 Quai Malaquais. Catalogue delivres d'art, architecture et decoration, peinture, sculpture, gravure, arts industriels. (No. 128; 452 titles.)

Schultes Book Store, New York, 132 E. 23d St. A catalogue of Americana comprising Colonial, Revolution, Indians, etc. (No. 51; 1046 titles.)

W. H. Smith & Sons, London, 186 Strand. Clearance catalogue of general literature, withdrawn library books and other valuable works. (May.)

Weekly Record of New Publications

The entry is transcribed from title page when the book is sent by publisher for record. Books received, unless of minor importance, are given descriptive annotation. Prices are added except when not supplied by publisher or obtainable only on specific request. The abbreviations are usually self-explanatory. c. indicates that the book is copyrighted; if the copyright date differs from the imprint date, the year of copyright is added. Where not specified the binding is cloth.

A colon after initial designates the most usual given name, as: A: Augustus; B: Benjamin; C: Charles; D: David; E: Edward; F: Frederick; G: George; H: Henry; I: Isaac: I: John; L: Louis; N: Nicholas; P: Peter; R: Richard; S: Samuel; T: Thomas; W: William.

Sizes are indicated as follows: F. (folio: over 30 centimeters high); Q. (4to: under 30 cm.); O. (8vo: 25 cm.); D. (12mo: 20 cm.); S. (16mo: 17½ cm.); T. (24mo: 15 cm.); T. (32mo: 12½ cm.); Fe. (48mo: 10cm.). Sq., obl., nar., designate square, oblong, narrow. For books not received sizes are given in Roman numerals, 4°, 8°, etc.

About, Edmond François Valentin. Le roi des montagnes; with biographical notice and explanatory notes by F. C. de Sumi-chrast. N. Y., W. R. Jenkins Co. c. '92-'13. 346 p. D. (Romans choisis.) 85 c.; pap., 60 C.

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is assistant professor of French, Harvard Editor University.

Andrews, Elisha B: The call of the land; popular chapters on topics of interest to farmers. N. Y., O. Judd Co. c. 15+385

p. pls. por. D. \$1.50 n.

Essays on farming in the West. Taking up cattle raising, sheep farming, irrigation, questions of farm life and economy, promoters, sketches of pioneers, etc.

Angellier, Auguste Jean. To the lost friend; a sonnet-sequence; from the French by Mildred J. Knight and C: R. Murphy. Bost., Sherman, French. c. 122 p. D.

Aronovici, Carol. Knowing one's own community; suggestions for social surveys of small cities or towns. Bost. Am. Unitarian Assn. 3+77 p. 12° (American Unitarian Assn. Dept. of Social and Public Service; social service ser.) pap. gratis.

Ayers, S: H: and Johnson, W: Trimble. A study of the bacteria which survive pasteurization. Wash. Gov. Pr. Off., 66 p. tab., c., diagrs. 8° (U. S. Dept. of Agriculture; Bu. of Animal Industry; bull. 161)

Bacheller, Irving Addison. The turning of

Griggsby, being a story of keeping up with Dan'l Webster; il. by Reginald Birch. N. Y., Harper. c. 150 p. D. \$1 n.

Twenty years after Daniel Webster's death the little New England town of Griggsby was still in the throes of Websterian oratory, all the "first citizens" holding forth with or without provocation. They also drank to excess and overworked their wives and daughters until young Havelock and Florence Dunbar, ably assisted by D. W. Snead, started a reform campaign, whose aims, activities and results make the story. story

Bailey, Mrs. Marietta Peirce. Solomon Peirce family genealogy; containing a record of his descendants; also an Appendix containing the ancestry of Solomon Peirce and his wife Amity Fessenden. Arlington, Mass., The author, 1172 Massachusetts Ave. 8+181 p. por. pls. O.,

Josephine Turck. Baker, The literary workshop; helps for the writer. Evanston, Ill., Correct English Pub.. c. '12.

121 (3). p. 12°, \$1.25. Your every-day vocabulary; how to enlarge it; alphabetic list. Evanston, Ill., Correct English Pub. c. 12°, \$1.25.

Banks, Edg. Ja. The Bible and the spade.
N. Y., Assn. Press. c. 193 p. pls. D. \$1.
By field director of recent Babylonian expedition
of University of Chicago. Tells briefly of archæological discoveries which have shed direct light on the

Barbour, Ralph. H: Peggy-in-the-rain. N. Y., Appleton. c. 224 p. pls. D. \$1.25 n. Gordon Patterson Ames, a wealthy young man whose family regard it as his duty to marry wealth, falls in love with a self-supporting girl, to whom he swears that in everything save the conventions their union shall be a marriage. Peggy refuses and goes away and Ames goes into business, hoping to forget, then an exciting event reunites them on a different understanding. Tone of book is unmoral.

Bascom, J: Sermons and addresses. N. Y.,

Putnam. c. 3+356 p. D. \$1.25 n.

Contents: The Lord's prayer; Address to association of ministers; Address to graduating class of the Palmer High School; Phi Beta Kappa address; The field is the world; Philistinism; What is the world's purpose?; Knowledge; Romans 1:17; Luke x:38-42.

Things learned by living. N. Y., Putnam. c. 15+228 p. (16½ p. bibl.) por. D. \$1.25 n.

During his long life (1827-1911) devoted to the educational field, as president of University of Wisconsin, professor at Williams College, etc., the author observed deeply and keenly, and this book, while autobiographical, is not a mere record of events, but tells the influence of these events upon his mind and the philosophy he constructed from them.

Bayliss, Major W: Condensed history of Scottish rite masonry in the United States, from official documents; reply by a Scottish Rite Congress refuted. Wash., D. C., Gibson Bros. c. 31 p. 8°, \$2.50.

Bean, Burt Clifford, How to persuade and convince; a manual of principles and practice showing how to get, arrange and use talking and selling points for sales managers, advertising men, correspondents, salesmen and others on the selling end of business. Detroit, Business Man's Publishing. c. 214 p. 8°, \$1.

Bianchi, Martha Gilbert Dickinson. brielle and other poems. N. Y., Duffield. c. 141 p. D. \$1.25 n.

Bible. Koheleth; a metrical paraphrase of the canonical book of Ecclesiastes, by G: Roe; with an introd. and many notes, comparing the philosophy of Koheleth, the Hebrew, with that of Omar Khayyam, the astronomer-poet of Persia. N. Y., Dodge Pub. c. '12. 2+83 p. 8°, \$1.25 n.

Biographical directory of railroad officials of America. 7th ed. N. Y., McGraw-Hill. 600 p. 8°, \$4 n. Blow, Susan E. and others. The kindergarten; reports of the Committee of Nineteen on the theory and practice of the kindergarten; auth. by the International Kindergarten Union. Bost., Houghton Mifflin. c. 301 p. D. \$1.25 n.

Discusses the theory and actual practice of the kindergarten to-day. Miss Lucy Wheelock writes the preface, Miss Annie Laws, chairman of the Committee of Nineteen, the introduction, while the reports are by Susan E. Blow, Patty Smith Hill and Elizabeth Harrison, respectively.

Book, (The) of chilam balam of Chumayel; with introd. by G. B. Gordon. Phil., Univ. of Pa., Museum. 11+107 p. pls. Q. (Anthropological pubs.) pap., \$10 n.

thropological pubs.) pap., \$10 n.
Maya manuscript found at Chumayel, Yucatan, now
in museum of University of Pennsylvania. Chilam
balam was title of a class of priests, this particular
book was compiled by Juan José Hoil, a Maya
Indian. in year 1782.

Bowen, J: T: The utilization of exhaust steam for heating boiler feed water and wash water in milk plants, creameries, and dairies. Wash., D. C., Gov. Pr. Off. 13 p. tabs., diagrs. 8° (U. S. Dept. of Agriculture; Bu. of Animal Industry; Cir. 209.) pap.

Boyce, William D. Illustrated South America; a Chicago publisher's travels and investigations in the republics of South America; with 500 photographs of people and scenes from the Isthmus of Panama to the Straits of Magellan. Chic. and N. Y., Rand, McNally. c. '12. 15+638 p.

N. Y., Rand, McNally. c. 12. 15+038 p. double maps. O. \$2.50 n. bxd.

Author made a tour of South America from the Isthmus of Panama to the Straits of Magellan. He went to see and to investigate. He wanted to learn about people and conditions. His inquiries covered the various phases of life in the Latin-American republics. He puts the result of his trip into this book illustrated with fine pictures, reproduced from photographs of people and scenes taken by the author.

Breyfogle, Caroline May. The Hebrew sense of sin in the pre-exilic period. Columbus, O., the author, Ohio State Univ. 2+30 p. O. pap., 25 c. Thesis (Ph. D.) University of Chicago, 1912.

Brewster, W: Tenney. Writing English prose. N. Y., Holt. c. 256 p. S. (Home University lib.) 50 c. n.

University lib.) 50 c. n.

By professor of English, Columbia University.

Contents: Writing and the study of English composition; Good writing as composition; Argumentation;

Paragraphs; Sentences and words: style; Style: correctness; Style: economy and increment; Style: pure movement; Style and composition; Methods and applications. Index.

Burnham, Ernest. Two types of rural schools, with some facts showing economic and social conditions. N. Y., Teachers Coll., Columbia Univ. 7+12 p. maps, tabs., diagrs. 8°. (Contributions to education.) \$1.50.

Carducci, Giosuè. Selections from Carducci; prose and poetry; with introd. notes and vocab. by A. Marinoni. N. Y., W. R. Jenkins Co. c. 14+14 p. por. D. 90 c.

Editor is professor of Romance languages, University of Arkansas, and author of "An Elementary Italian Grammar."

Carnegie Institution of Washington. Publications of the Carnegie Institution of Washington; price list, classified descriptive lists, and index of authors. Wash, D. C., Carnegie Inst. 90 p. 4°.

Christy, Howard Chandler. Liberty belles; eight epochs in the making of the American girl; with drawings; decorations by Earl Stetson Crawford. [Indianapolis] Bobbs-Merrill. c. '12. 56 p. col. pls. f°, \$5 n.

Clark, G: L. Silas Deane; a Connecticut leader in the American Revolution. N. Y., Putnam. c. 13+287 p. pors. D. \$1.50 n.

\$1.50 n.

Book is the result of an endeavor to describe clearly, fairly and vividly the career of this powerful man, in his associations with Washington, Franklin, Beaumarchais, Vergennes and Lee; to trace the steps of his ascent, decline and ruin. General Lee, jealous of his success as American representative in France, started accusations against Deane, to the effect that he had misused funds. This, though unproved, caused his downfall. Index.

Comparative Experimental Teaching in Spelling. Pt. I, The Improvement of instruction in spelling, by H: Suzzallo; Pt. II, Experimental studies in the teaching of spelling, by H: Carr Pearson. N. Y., Teachers Coll., Columbia Univ. 66 p. 8° (Teachers Coll. record.) 30 c.

Conover, Warren Rockwood. The legend of our antiquity. Albany, N. Y., Fort Orange Press. c. 42 p. 12°, 50 c.

Cowles, Julia Darrow. Our little Roman cousin of long ago; being the story of Marcus, a boy of Rome; il. by J. Goss. Bost., L. C. Page. c. 10+118 p. D. (Little cousins of long ago ser.) 60 c.

Initial volume of a new series which in format and appearance will resemble the Little Cousin series.

Cramp, Helen. The institute cook book, planned for a family of four; economical recipes designed to meet the needs of the modern housekeeper, including chapters on entertaining, paper-bag cookery, casserole cookery, fireless cookery, chafing dish cookery, meat substitutes. Phil, Internat. Inst., Dept. of Domestic Sci. c. 2+4+507 p. pls. (part col.) 8°, \$1.50.

Curwood, Ja. Oliver. Isobel; a romance of the northern trail. N. Y., Harper. c. 280

p. D. \$1.25 n.

Tale of the Northwest Police. Billy MacVeigh is hunting for Scottie Deane, a murderer, when a strange chance brings him across the man and his wife, Isobel. They escape from him and he determines not to follow, but is obliged to in order to save them from falling into worse hands. Again he lets them go, only to meet them again under tragic circumstances. Deane dies of exposure and Isobel has smallpox, through which Billy nurses her, then leaves her as he supposes forever. Fate decides differently and when they meet again it is never to part.

Faulkner, J: Alfr. The Methodists. N. Y., Eaton & M. c. '03-'13. 252 p. front. S. 50 c. n.

Formerly published by The Baker & Taylor Co.

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Faure, Elie. Cézanne; tr. by Wa. Pach. N. Y., Assn of American Painters and Sculptors, Inc. c. 2+7-76 p. 16°, 25 c.

Paul Gauguin. N. Y., Ass'n of Am. Painters and Sculptors, Inc. c. 2+7-36 p. 16°, 10 C.

Fisher, Mark. Evolution and revolution.

Chic., Kerr. 61 p. D. pap., 10 c.
Brief sketch of human development from the caveman to the revolutionary wage-earner of the present.
Shows how growth has been closely related to development of tools, from rude stones and clubs to modern automatic machines. It is an exposition of Socialist movement.

Fry, Mrs. Emma Sheridan. Educational dramatics; a handbook on the educational player method. N. Y., Moffat, Yard. c. 69 p. D. (Educational player pubs.) 50 c.

Work is intended to meet the immediate need of those actually doing dramatic work; teachers, club leaders or amateur players who wish to measure their results to an improved educational and dramatic standard. Practical methods are therefore set forth, rather than philosophy. Underlying principles are simplified to the immediate purpose of accomplishing satisfactory entertainment results. At the same time, the teacher is guarded from the use of injurious methods that at once destroy or lessen the dramatic values of the entertainment and obstruct the player.

Ganong, W: Fs. The living plant; a de-scription and interpretation of its functions and structure. N. Y., Holt. c. 12+ 478 p. il. O. (American nature ser. Group 3. The functions of nature.) \$3.50 n., bxd. Facts about the life of plants, including a description and explanation of their physiological processes, together with a discussion of the causes, determining their structures, forms, colors, and sizes, and of the principles underlying their evolution and their improvement by man. Index.

Gardner, Nathaniel Lyon. New fucaceae. Berkeley, Cal., Univ. of Cal. 317-374 p. pls. Q. (Pubs.: Botany.) pap., 75 c.

Gates, F: Taylor. The country school of to-morrow. N. Y., General Educ. Bd. 15 p. O. (Pubs.; occasional paps.) pap.

Gauguin, Paul. N. Y., Assn. of Am. Painters and Sculptors, Ins. c. 2+7-38 p. 16°, 10 c.

Gibson, Th: The elements of speculation; with a suggestion as to a measure for relief from periodical money stringency. By C: F. M'Elroy. N. Y., Gibson Pub. c. 3+149 p. chart, tabs. 12°, \$1.

Gould, Clarence P. The land system in Maryland, 1720-1765. Balt., Johns Hopkins Univ. c. 106 p. O. (Studies in historical and political science) \$1; pap.,

Four chapters of larger work covering economic history of Maryland in the period designated which will appear later. *Contents*: Granting of land; charges on land; Management of land; Manors.

Grant, Percy Stickney. The return of Odysseus; a poetic drama in four acts. N. Y., Brentano's. 5 +5-132 p. 8°, \$1.50 n.

Green, Anna Katharine, [Mrs. C: Rohlfs.] Masterpieces of mystery. N. Y., Dodd, Mead. c. '09-'13. 428 p. front. D. \$1.30 n.

Short mystery stories. Contents: Midnight in

Beauchamp Row; Room No. 3; The ruby and the

caldron; The little steel coils; The staircase at Heart's Delight; The amethyst box; The grey lady; The thief; The house in the mist.

Greenamyre, Harold H. The composite type on the Apache national forest. Wash., D. C., Gov. Pr. Off. 32 p. tabs., diagrs. 8°, (U. S. Dept. of Agriculture; Forest Service; bull. 125. Fort Valley Experiment Station) pap.

Griffith, Alice Mary Matlock. The stars and their stories; a book for young people; with pen sketches by Marg. Boroughs, N. Y., Holt. c. 11+274 p. D. \$1.25.

Designed to interest young people in the stars, to stimulate their imagination, to furnish them with the most interesting of the stories, myths and poems which have grown up around the stars and to give simple directions for the hunting out of constellations and stars. Index.

Harrison, H: Sydnor. V. V.'s eyes. Bost., Houghton Mifflin. c. 10+508 p. pls. D.

\$1.35 n.

This is the story of Cally Heth's development from a frivolous, spoiled belle, who will do nothing that is in any way disagreeable, or makes her uncomfortable, to a fine, free, moral being, no longer a mere hot-house plant. The man who really brings this about by putting faith in her is V. Vivian, a "slum doctor," who regards her as a responsible human and spiritual being, not a lovely doll to be pampered. Tells how real life touches Cally, first in one spot then another, until she finds herself.

Harwood, Watson Herb., M. D. A genealogical history of the Harwood families. In 3 v. Chasm Falls, N. Y. [The author.]
'11-'12. 154; 75; 129 p. pls. pors. Col.

In 3 v. Chasm Falls, N. Y. [The author.]

'II-'12. 154; 75; 129 p. pls. pors. Col. coats of arms. O. ea., \$3; per set, \$8.

Contents: v. 1. Harwood families descended from Andrew Harwood, whose English home was in Dartmouth, Devonshire, England, and who emigrated to America and was living in Boston, Mass., in 1643, 3d ed.; v. 2. Salem Harwoods, descendants of Henry and Elizabeth Harwood, who came from England with Governor Winthrop, in 1630, and settled in Charlestown, Mass.; v. 3. Concord Harwoods, descendants of Nathaniel Harwood, son of John Harwood of London, England; Nathaniel with Elizabeth, his wife, settled in Concord, Mass., about 1665.

Howe, Frederic C. European cities at work. N. Y., Scribner. c. 14+370 p. front. D. \$1.75 n.

Presents a constructive view of the city of to-morrow. Municipal administration in Europe and especially in Germany, has become very largely social and industrial and in this book emphasis is laid on social side of city life, the new art of community living as well as on the business-like administration of European cities. Like author's "The city, the hope of democracy," etc., this is an appreciation of the possibilities of the city as an agency for re-lieving the costs which its coming has created. Index.

Huneker, Ja. Gibbons. The pathos of distance; a book of a thousand and one moments. N. Y., Scribner. c. 8+394 p. D. \$2 n.

Title is a phrase of Nietzsche's, which suggests the material of the book—papers written at various periods of the author's career. "The play-boy of western philosophy" is Bergson; "A philosophy of Philistines" is pragmatism. "The artist and his wife" is an amusing essay on the effect of matrimony on genius. Other titles are, The Celtic awakening; In praise of fireworks; Browsing among my books, etc.

Ittmann, Ed. Physical culture by means of muscular resistance and a course in correct breathing. N. Y., R: K. Fox Pub. c. 47 p. por. il. 12°, pap., 10 c. Jones, E: D: Business administration; the scientific principles of a new profession. N. Y., Engineering Mag. Co. 3+49 p. 12° (Works management lib.) 50 c.

Junior Order of Messenger Boys. Ritual, rites and ceremonies of the Junior Order of Messenger Boys, founded by James H. Standishstreet; with a supplement. Toledo, O., J: H: Standishstreet. 62 p. il. pl. S. pap., 20 c.

Kaufman, Herb. The efficient age. N.Y., Doran. c. '08-'13. 142 p. D. 75 c. n. Epigrammatic essays of business common sense. Hortatory and imperative without arousing antagonism.

La Follette, Rob. Marion. La Follette's autobiography; a personal narrative of political experiences. Madison, Wis., 12+807 Robert M. La Follette Co. c.

Robert M. La Follette Co. c. 12+807 p. pls, pors., fascim. O. \$1.50 n. Senator La Follette is one of the pioneers of the Progressive movement and has played an active part in politics for thirty years. His autobiography shows the struggle for a more representative government, which is going on in this country. The 1912 campaign, when he seemed the logical Progressive candidate for president, is carefully recorded and the ultimate change in favor of Roosevelt dealt with in particular. Book is illuminating account of our political history since 1884, when author was elected to Congress, told by a man, who it must be acknowledged, however the reader may differ politically from him, has endeavored to serve his country's best interests. interests.

Lankester, Sir Edn. Ray. Science from an easy chair; a second series; with 55 illustrations. N. Y., Holt. 13+412 p. D. \$2 n. Popular papers on scientific subjects. Contents: Day in the Oberland; Switzerland in early summer; Glaciers; Problem of the galloping horse; Jewel in the toad's head; Fern-seed; Laughter; Fatherless frogs; Pygmy races of men; Eastertide, shamrocks and spermaceti; Carriers of disease; Misconceptions about science, etc. Index.

Larisch, Countess Marie. My past; reminiscences of the courts of Austria and Bavaria; together with the true story of the events leading up to the tragic death of Rudolph, Crown Prince of Austria; with 21 illustrations. N. Y., Putnam. c.

18+379 p. O. \$3.50 n.

Author was the favorite niece of the Empress Elizabeth of Austria until their misunderstanding connected with the death of the Crown Prince separated them. She reveals much of the selfishness and immorality of the court of Vienna, the Empress herself appearing self-centered and rather heartless. The insanity taint which is in the blood of the Austrian and Bavarian houses accounts for much.

Like English gentlemen. N. Y., Doran, 61

p. D. bds., 50 c. n.

By author of "Where's master?" This charming little book is addressed to Peter Scott, the little son of the hero of the Antartic expedition, Capt. Robert Falcon Scott. It tells tenderly the story of the wonderful example the child's father and his companions gave of what it means to be a gallant gentleman.

Little (The) Blue Book and Position Seek-ers' Guide; containing lists of government jobs not under civil service, and pay; comp. from official documents, U. S. statutes and directories. Wash., D. C., Smith & Kennedy. c. 136 p. 16°, 25 c.

Longfellow, H: Wadsworth. Evangelina; tr. por Joaquín D. Casasus; con ilustraciones de Howard Chandler Christy. Indianapolis. Bobbs-Merrill. c. '12. 4+120 p. il. (part col.) pls. (part col.) col. front. 8°, \$3.75.

Lovejoy, Mary Isabella, comp. Nature in verse; a poetry reader for children. Bost, Silver, Burdett. c. 14+305 p. il. 8°, 60 c.

MacDonald, W: From Jefferson to Lincoln. N. Y., Holt. c. 256 p. S. (Home university lib. of modern knowledge.) 50

United States history from 1815 to 1860 developed along three lines, constitutional growth, rise and progress of political parties and slavery. Index. By professor of American history, Brown University.

McGee, W. J. Wells and subsoil water. Wash., Gov. Pr. Off. 185 p. tabs. 8° (U. S. Dept. of Agriculture; Bu. of Soils; bull. 92.) pap.

McGraw, J: J. Scientific baseball; also the official rules for 1913 and schedule of games to be played. N. Y., R: K. Fox Pub. c. 112 p. il. pors. 16° (Fox's athletic lib., no. 30.) pap., 10 c.

McMichael, Mrs. Florence Ethel Smith. The child and its rights. Winona, Minn., Jones & Kroeger Co. c. 59 p. 16°, 25 c.

That girl: who shall have her. Winona, Minn., Jones & Kroeger Co. c. 48 p. 16°, 25 C.

McNicol, Donald. American telegraph practice; including simultaneous telephony and telegraphy. N. Y., McGraw Hill. 522 p. il. 8°, \$4 n.

Marchbanks, Eleanor. School ethics, with selections for reading. Bost., Four Sears

Co. c. 178 p. D. \$1.25 n.

Author found the use of selections for reading very effective in illustrating the moral truths she wished to convey to her pupils. She here describes her method of providing moral training and gives numerous useful selections for illustrative reading.

Martin, Edn. C. Our own weather; a simple account of its curious forms, its wide N. Y., travels, and its notable effects.

Harper. c. 280 p. pls. maps D. \$1.25 n.
Simple account of how weather comes about, of its changes of aspect from season to season; of the signs which announce its activity, with scientific explanations of winds, storms, floods, cyclones, droughts, blizzards, hot-waves, etc. Index.

Mathewson, Wa; Eldridge. The quantative separation and determination of subsidiary dyes in the permitted food colors. Wash., D. C., Gov. Pr. Off. 4 p. 8° (U. S. Dept. of Agriculture; Bu. of Chemistry; Cir. 113.) pap.

Matthews, Jos. Merritt. The textile fibres; their physical, microscopical and chemical wiley . 11+630 p. (7 p. bibl.) il. tabs. 8°, \$4.

Mechanical properties of of woods grown in the United States; preliminary sum-mary of tests on small, clear, green specimens of forty-nine species of wood. Wash., D. C., Gov. Pr. Off. 4 p. tab. 8° (U. S. Dept. of Agriculture; Forest Service. Cir. 213; forest products laboratory ser.) pap.

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Miles, Eustace Hamilton. How to remember without memory systems or with them. N. Y., Warne. 24+278 p. D. \$1 n. Book teaches how to remember, author's plan has been to find undoubted examples of things which all or most of us remember easily and surely and to examine why we remember them; then to devise methods and means of remembering other things suggested by these examples. He also analyzes known systems and applies them. Index.

Miller, W: The art of canvassing; how to sell insurance. 8th ed. Spectator Co. 4+156 p. 16°, \$1.50.

Milwaukee. Public Library. Finding list of French books in the circulating department of the Milwaukee Public Library, January 1, 1913. Milwaukee, Milwaukee Pub. Lib. 39 p. D. pap.

Moore, Rev. G: Foote. The literature of the Old Testament. N. Y., Holt. c. 256 p. S. (Home university lib. of modern

knowledge.) 50 c. n.
Discusses the canon of the Old Testament, the Old
Testament as a national literature, the Pentateuch,
character of the sources, age of the sources, etc.,
then takes up each book by itself. Index.

Mumby, Fk. Arth. The youth of Henry VIII; a narrative in contemporary letters. Bost., Houghton Mifflin. 14+362 p. O.

Companion volume to author's "The Girlhood of Queen Elizabeth," and like it, told as far as possible from contemporary documents, often in the subject's own words. It is a vivid record of those years of Henry VIII when he showed he had in his character the elements of greatness. Book ends with the birth of Mary. Index.

Murdoch, J: G. Economics as the basis of

hurdoch, J. G. Economics as the basis of living ethics; a study in scientific social philosophy. Troy, N. Y., Allen Bk. and Pr. c. 10+373+6 p. O. \$2 n.

By professor of English language, Rensselaer Polytechnic Institute, Troy, N. Y. Contents: Economic interpretation of history; Ethics and theories of property; Ethics and productivity theories of interest; Austrian-Yale theory of interest; Interest as exploitation; Economics in Kant's ethics; Ethics and economic determinism. Index.

Myers, A. J. W: The Old Testament in the Sunday School. N. Y., Teachers Coll., Columbia Univ. c. '12. 6+141 p. (5 p. bibl.) 12°, \$1.

Myers, Harriet Williams. The birds' convention; with il. from photographs by the author. Los Angeles, Cal., Western Pub. c. 81 p. il. pl. 8°, 75 c.

New (The) International Year Book; a compendium of the world's progress for the year 1912; ed. by Fk. Moore Colby and Allen Leon Churchill. N. Y., Dodd, Mead. c. 822 p. il. pors. Q. \$5; buckram, \$6; hf. russia, \$7.

Ohnet, Georges. Le maitre de forges; with notes and vocabulary. N. Y., W. R. Jenkins Co. c. 393 p. D. (Romans choisis no. 8) 85 c., pap., 60 c.

Opdyke, J: Baker. Composition planning. N. Y., Appleton. c. 12+344 p. D. 90 c. Object is not to teach how to write but how to go about writing, how to prepare to write, how to begin to write. Author is a teacher in the High School of Commerce, New York City.

Otis, C: Herb. Michigan trees; a handbook of the native and most important introduced species; with an introd. by G: Plumer Burns, Ann Arbor, Mich., Univ. of Mich. 32+246 p. il. map. 12° (Bull.; new ser.) 25 c.

Pach, Wa. Odilon Redon. N. Y. Assn of Am. Painters and Sculptors, Inc. c. 2+ 7-15 p. 16°, 10 c.

A sculptor's architecture. N. Y. Assn. of Am. Painters and Sculptors, Inc. c. 2+ 7-21 p. 16°, 10 c.

Page, W: Herb., ed. The constitutions of the United States and of the state of Ohio, 1913, thoroughly annotated and indexed. Cin. W. H. Anderson Co. 3+328 p. 4°, \$1.

Pennsylvania Society Year Book of the Pennsylvania Society, 1913; ed. by Barr Ferree, N. Y., Pa. Soc. 228 p. il. pls., pors., maps. O. \$2.

Persall, Anton Freiherr von. Tejada spring; with introd. explanatory notes and vocab. by Max Lentz, N. Y., W. R. Jenkins Co. c. 5+106 p. S. 50 c.
Editor is professor of Germanic languages, University of Arkansas.

Putnam, G: Palmer. The southland of North America; rambles and observa-tions in Central America during the year 1912; with 69 il. from photographs by the author, and a map. N. Y., Putnam. c.

author, and a map. N. Y., Putnam. c. 14+425 p. O. \$2.50 n.

Graphic and informing account of the Central American states, based on a trip made along the coast and through the interior last year. Author points out that this rich almost untouched treasureland lies at our very doors, but will soon attract wide attention, and our opportunities should be grasped at once. Through important connections in the lands described, author had unusual chances for gaining an insight into many phases of the countries' life and industry, not usually seen; the result is an interesting and well illustrated book.

Radford, W: A. Radford's architectural drawing; complete guide to work of architect's office, drawing to scale-tracingdetailing-lettering-rendering-designing -classic orders of architecture; a complete and thorough course, clearly written and beautifully illustrated; suited alike to individual study and class instruction; prepared under the supervision of W: A. Radford, assisted by Loring H. Provine and Alfr. S. Johnson; a companion volume to "Radford's mechanical drawing." Chic. Radford Architectural Co. c. '12. 2+ 187-344. 86 p. il. pl. diagrs. O. \$1.50.

Radford's mechanical drawing; expert mechanical drafting made easy, drafting room practice fully explained; a complete and thorough course, clearly written and suited alike to individual study and class instruction; prepared under the supervision of W: A. Radford, assisted by Ervin Kenison and Alfr. S. Johnson; a companion volume to "Radford's architectural drawing." Chic. Radford Architectural Co. c. 12. 3+186, 186A-186C, 88 p. il. pls. diagrs. O. \$1.50.

- Ralphson, G: Harvey. Boy scouts in a motor boat; or, adventures on the Columbia River. Chic., M. A. Donohue & Co. c. 12. 246 p. front. 12°, 50 c.
- Read, Jay Marion. Observations on the suckling period in the guinea-pig. Berkeley, Cal., Univ. of Cal. 341-351 p. diagrs. 4° (Univ. of California publications; 4° (Univ. of Cali Zoology.) pap., 10 c.
- Rice, Elmer Cook. The national standard squab book; a practical manual giving complete and precise directions for the installation and management of a successful squab plant; facts from experiences of many; il. with new sketches and halftone plates from photographs specially made for this work. Bost. Murray & Emery Co. 3+11-416 p. por. il. \$1.
- Richardson, Clifford. Asphalt construction for pavements and highways; a pocketbook for engineers, contractors and inspectors. N. Y., McGraw-Hill. 155 p. il. 12°, \$2 n.
- Ridgway, Robt. Color standards and color nomenclature, with 53 colored plates and 1115 named colors. Wash. D. C. The author. 2+3+43 p. 8°, 50 c.
- Riley, Ja. Whitcomb. The prayer perfect, and other poems; with pictures by Will Vawter. Indianapolis, Bobbs-Merrill, c. '12. 7-29 p. il. 12°, 50 c.
- Roe, E: T: The new standard American business guide; a complete compendium of how to do business by the latest and safest methods. [New enl. ed.] Chic. G. G. Sapp, c. 480 p. il. forms, tab. 8°,
- Roe, Vingie E. The heart of night wind; a story of the great North West; il. by G: Gibbs, N. Y., Dodd, Mead, c. 395 p. D. \$1.30 n.
- Into the Oregon forest, south of the Siletz Reservation, comes a young Easterner, owner of the Dillingworth Lumber Co. The men resent his coming, and a rival lumber company, headed by one Hampden, almost works his ruin. Two women, one a sophisticated New Yorker, the other a girl of Indian training, but white blood, are greatly concerned in his destiny, the part each plays only being clear to him in the end. There is an exciting forest fire as a climax.
- Sargent, Fk. Byron. Statistics of unemployment and the work of employment offices. Wash. D. C. Gov. Pr. Off. 147 p. 8° (U. S. Bu. of Labor bull., whole no. 109; miscellaneous ser. 1.) pap.
- Sargent, F: Leroy. Plants and their uses; an introduction to botany; with numerous illustrations. N. Y., Holt. c. 10+610
- p. D. \$1.25.

 "Main purpose is to show some of the educational possibilities offered by plants of every-day use, and at the same time to guide beginners to such general ideas about plants as should form part of a liberal education."—Preface. This purpose is well carried out and book should prove valuable to teacher and pupil. By assistant in Botanical Museum of Harvard University. University.

- Scott, Milton Robinson. Supposed diary of President Lincoln from the repeal of the Missouri Compromise in 1854 until April 14, 1865. [Columbus, O., F. J. Heer Pr.] c. 140 p. por. 8°, \$1.
- Shackelford, Ethel. The jumping-off place.
- N. Y., Doran. c. 307 p. D. \$1.25 n.

 With her nerves all unstrung from the shock of her parents' tragic death in a wreck following close upon her separation from her husband, lovely Mrs. Evan-Stone goes to a Montana mining camp in search of health and distraction. Unknown to her, her husband is there, and while, during the two months she stays she never sees him, still that two months suffices to clear away their difficulties and finally unites them. How this happens is entertainingly told.
- Sill, E. Mather, M. D. The child; its care, diet, and common ills. N. Y., Holt. c.
- 8+207 p. il. S. \$1 n.
 Contains information about feeding, clothing, airing and exercise of infants and young children. Teaches how to distinguish the different diseases of children and gives a list of antidotes for poisons. By lecturer in diseases of children at New York Polyclinic Medical School and Hospital. Index.
- Sinclair, Upton Beal, Jr. [Arth. Stirling, pseud.] Sylvia; a novel. Phil., Winston.
- c. 413 p. D. \$1.20 n.

 Sylvia is a lovely southern girl who is brought up in ignorance of life but carefully trained to coquette with men. She meets and loves Frank Shirley against her family's wishes, is separated from him by a scandal and finally marries a millionaire to avert a financial crisis which threatens her father. Object of story is to bring home to the reader the horror that is hidden behind the phrase, "sowing his wild oats."
- age (The). Guild plays. 7 v. Chic. Stage Guild, [1527 Railway Exchange Stage (The).
- Stage Guild, [1527 Railway Exchange Bldg.] O. pap.

 Contents: Caesar's gods; A Byzantine masque; by T: W. Stevens and Kenneth Sawyer Goodman, 25c.; The chaplet of Pan; A masque by Wallace Rice and T: Wood Stevens, 35c.; Dust of the road, a play in one act, by Kenneth Sawyer Goodman, 25c.; The masque of Montezuma, by T: Wood Stevens and Kenneth Sawyer Goodman, 25c.; The masque of Quetzal's bowl, by T: Wood Stevens and Kenneth Sawyer Goodman, 25c.; A pageant for Independence day, by Kenneth Sawyer Goodman and T: Wood Stevens, 35c.; Ryland, a comedy, by T: Wood Stevens and Kenneth Sawyer Goodman, 25c.

 Strindbarg August is Lohan August
- Strindberg, August, i. e., Johan August. Zones of the spirit; a book of thoughts; with an introd. by Arth. Babillotte; tr. by Claud Field. N. Y., Putnam. c. 21+293 p. D. \$1.25 n.
- When nearly sixty Strindberg, who in his life of intellectual activity had amassed an enormous amount of miscellaneous knowledge, began to collect and arrange all his experiences and investigations from the point of view he had then attained. Thus was composed his last important work, "Das blau buch," here translated under title of "Zones of the spirit." It records his return to a belief in God, brought about largely through his study of Swedenborg, also his views regarding the great poets, artists and thinkers, past and present. past and present.
- Strong, A: Hopkins. One hundred chapeltalks to theological students; together with two autobiographical addresses. Phil., Griffith & R. c. 12+264 p. O. \$1. By president emeritus of Rochester Theological
- Stuart, Eleanor. The Sunbridge girls at Six Star Ranch; il. by Fk. J. Murch. Bost., L. C. Page. c. 353 p. D. \$1.50.
 Tells of the good times enjoyed by a group of boys and girls during a summer vacation and house-party at Genevieve Hartley's home on a Texas ranch.

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Sullivan, Mary. Court masques of James I, their influence on Shakespeare and the public theatres. N. Y., Putnam. c. 11+

public theatres. N. Y., Putnam. c. 11+
259 p. pls. pors. O. \$2.50 n.
Establishes Shakespeare's connection, not only as a private "groom of the king's chamber" and one of the company of the king's own players, but as an important instrument in entertainments prepared for the reception of kings, queens and their ambassadors, in a day when the masque played a peculiarly important part in diplomatic relations. All statements are supported from original documents which are quoted in foot-notes. Index.

Taylor, Lily Ross. The cults of Ostia.

Bryn Mawr, Pa., Bryn Mawr Coll. 7+98
p. 8°, (Bryn Mawr College monographs;
monograph ser.) \$1.

Thomas, Aretas W. Facts in a nutshell about immigration, yellow and white. Wash. D. C., Columbia Pub. c. '12. 104 p. S. pap. 15 c.

Thomas, W: S. Trails and tramps in Alaska and Newfoundland; with 147 il. from original photographs. N. Y., Put-

nam. c. 15+330 p. O. \$2 n.

Hunting and camping experiences. Pursuit of big and small game in regions where nature is undisturbed by settlements, is recorded, with adventures in canoe and on the trail, in forests and on the mountains. Illustrations are from author's own photographs. Index.

Tonge, T: All about Colorado for home-seekers, tourists, investors, health seekers. Denver, Colo., The author. c. 112 p. il. por. map. O. bds., \$1.

Underwood, J: J. Alaska; an empire in the making; with numerous il. and a map. N. Y., Dodd, Mead. c. 16+440 p. O. \$2 n.
What Alaska is, what it is going to be in the future, together with a brief account of the sturdy pioneers who have been developing it, forms the subject of this book. Having lived for years in the country he describes, the author has the facts at his finger ties.

United States. Dept. of the Interior. U.S. Geological Survey. Topographic map of the United States. In sheets, 16½ x 20. Wash., D. C., Off. of Survey, ea., pap, 5 c. Contents: Louisiana: Millikens Bend Quadrangle (Madison parish) (½ m=i"); Wilson Point Quadrangle (East Carroll parish) (½ m=i").

Maine: Buckfield Quadrangle (Oxford Co.) (1 m=i")

Texas: Barnes Ridge Quadrangle (Dallas and Kaufman Cos.) (½ m=1"); Howth Quadrangle (Washington and Waller Cos.) (½ m=1").

Vanderbilt, Sadie B. Physical and chemical tests for the housewife. N. Y., Teachers Coll., Columbia Univ. 16 p. O. (Technical education bull.) pap., 10 c.
By instructor in household chemistry, Teachers' College.

Verrill, Alpheus Hyatt. Harper's book for young naturalists; a guide to collecting and preparing specimens, with descriptions of the life, habits, and haunts of birds, insects, plants, etc. N. Y., Harper. c. 17+381 p. il. pls. D. (Harper's practi-

cal books for boys.) \$1.50 n.

Designed to help boy collectors to gather and arrange their collections intelligently. Taxidermy, trapping, catching and mounting insects, dredging at the seashore, are all explained. There are sections devoted to birds and bird nests, fish, reptiles and batrachians, etc. Index.

Waldman, Morris D. The alien as a public charge, with particular reference to the insane. N. Y. [The author 356 Second

Ave.] 19 p. diagrs. O. pap., gratis.

"Read before the New York State Conference of Charities and Corrections, Syracuse, N. Y., Nov. 20, 1912."

Weed, Clarence Moores, Seeing nature first; with il. by W. I. Beecroft, and from photographs. Phil., Lippincott. c. 308 p.

O. \$2 n., bxd.

The things seen in our woods and fields are the subjects of these sketches of nature. Author is an ardent nature lover and his object to lead to a fuller appreciation of the interest and significance of the teeming life around us as well as its great beauty. There are many illustrations and the book is attractively bound.

Weeks, Arland Deyett. The education of to-morrow; the adaptation of school curricula to economic democracy; with an introd. by M. V. O. Shea. N. Y., Sturgis

Mitrod. by M. V. O. Shea. N. Y., Sturgis & W. c. 10+232 p. D. \$1.25 n.

Discusses question of educational aims and ideals and what should in our economic democracy be taught in our schools. Contends for closer relation between education and the life interests and work of the community. Begins with general considerations as to kinds of knowledge; passes thence to consider means of diffusing them; and proceeds finally to the formulation and justification of a curriculum, with due balance of subjects, from which in the author's judgment will spring a more general and vital culture than the nation can now boast. Index.

Whinery, S: Specifications for street roadway pavements; with instructions to inspectors on street paving work. 2d ed. N. Y., McGraw-Hill. c. 79 p. 8°, \$1 n.

Williams, Carle F. ed. The western poultry guide, by twelve successful western poultrymen. Salem, Ore. [Northwest Poultry Jour. Pub.] c. 85 p. il. pors. 8°, \$1.

Williams, J: Sharp. Thomas Jefferson, his permanent influence on American institutions. N. Y., Lemcke & B. c. 9+330 p. (5 p. bibl.) D. (Columbia Univ. lectures) \$1.50 n.

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Lectures delivered at Columbia University, by
United States senator from Mississippi. Contents:
Jefferson the revolutionist; Jefferson the democratizer
of state institutions; Jefferson's influence as a diplomat; Jefferson the democratizer of federal institutions;
Influence of Jefferson as president; Jefferson's influence on freedom of religions in America; Jefferson's influence on our educational institutions. Index.

Wilson, J: Fay. Dynamo laboratory outlines for students in electrical engineering. N. Y. McGraw-Hill. c. 9+129 p. il. diagrs. 12°, \$1 n.

Winlow, Clara Vostrovsky. Our little Bulgarian cousin; il. by Ivan Doseff. Bost., L. C. Page c. 9+114 p. D. (Little cousin ser.)

Wiring diagrams of electrical apparatus and installations. N. Y., McGraw-Hill. 253 p. diagrs. 8°, \$2 n.

Woman's City Club of Chicago. Child Welfare Committee. Outline of a practical course in child-rearing, planned by the Child Welfare Committee of the Woman's City Club of Chicago. Chic., Woman's City Club. c. 31 p. 8°, 10 c.

Contents: Outline of a practical course in the principles of child-rearing; Bibliography; Books recommended for children.

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Political Science Quarterly, Dec., 1902; Sept., 1905; Dec., 1908. Dec., 1908.

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Vol. 1, A to Camb., New Cyclopedia of American
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Hittell. Hittell.

Conder's Bookstore, 251 Fifth Ave., New York.

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Poems, Passionate and Perverse.
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Bell's Kalogynomia.

The Co-Operative Press, Charlotte, N. C.

Encyclopedia Britannica, 11th ed., ind. paper.
Ridpath, History of World, 9 vols.
Mark Twain's Works, cheap ed.
Photographic History of Civil War, 10 vols.
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The Encyclopedia of Transportation, by P. W. Johnson. Hicks, Judd Co., printers, San Francisco. Downing's Fruit Trees of America.

Cromarty Law Book Co., 1112 Chestnut St., Phila. Scrutton, Influence of Roman Law on the Law of England, 1885. Abdy & Walker, Commentaries of Gaius, 1880. MacIntosh, Studies in Roman Law, 7th ed.

M. Curlander, 2 S. Gay St., Baltimore, Md. Woolford's Insurance Encycopledia.

Cut-Rate Book Co., 20 E. 7th Ave., Cincinnati, O. History of County Down Ireland, by A. Knox. American Educational Review, Dec., 1911; July, Sept., Educational Review, June, 1911.

Dave's Bargain Book Store, 415 Washington Ave., St. Louis, Mo.

La Bostonaise, by John Lesperance. Campbell's Hist. of Va., 1st or any ed., 1st ed. pre-

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Hale, Franklin in France.
Doniol, Histoire de la participation de la France a l'Establissement des Etats Unis. Paris, 1886.

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Drake University, Des Moines, Ia. Kohlrausch's Physical Measurements, last ed., good condition.

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Waterman, Flora's Lexicon. Herman Hooker, 1840.

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Franklin Inst. (Phil.), vol. XXVII, 3d series.
Atlantic Monthly, issue containing "A Voyage Down the Volga," in 1910 or 1911.

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The Harrison Co., Atlanta, Ga.

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Mark Twain, Sketches No. 1.
Mark Twain, Adventures of Tom Sawyer.

Harvard Book Store, Brattle St., Cambridge, Mass. Kennelly's Wireless Telegraphy, ed. 1906. Havelock Ellis, Psychology of Sex, 5 vols. Harvard Illustrated Mag., June, 1910. Harvard Monthly, Dec., 1910; Feb., Mar., 1911; Oct., 1912.

Harvard Co-Operative Society, Inc., Harvard Sq., Cambridge, Mass.

Rev. George Crabbe, Tales of the Hall.
Oliver Herford, A Simple Jography. Luce.
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American History.
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Newton's Works, 6 vols.
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Cousin, Elements of Psychology. Trans. by Dr. C.

S. Henry, 1871.
Cousin, Introduction to the History of Philosophy.
Tr. Limberg, 1832.
Frothingham, O. B., Beliefs of the Unbelievers and
Other Discourses, 1876.
Fullerton, G. S., Spinozistic Immortality, 1899.
Gillett, E. H., God in Human Thought, 2 vols., 1874.
Hinds & Noble, 31-33-35 W. 15th St., New York.

Chadman's Cyclopedia of Law, 12 vols., second hand. Hirschfield Bros., Lim., 263 High Holborn, London, W. C., Eng.

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Reid, Tramp in Texas, New Mexico, etc., 1858.
Smith, Acadia. Pawling, N. Y., 1884.

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Illinois Book Exchange, Lakeside Bldg., Chicago. Narrative of a Journey 5,000 Miles, Fearon. Gordon, G. H., Campaign Army of Va. From Cedar Mt. to Alexandria. Ingersoll's Works, Dresden ed., 12 v. Hinman's Blue Laws of Connecticut, 1838. Bancroft's Works, vols. 16, 17, 22, 25, 26, full calf. Gibson's Suit in Chancery. Complete set American Statesmen series, cloth.

W. S. Innes, 60 Broadway, New York. Phonographic Magazine, vol. VI, 1902.

International Magazine Co., 339 Bay Way North, Elizabeth, N. J.

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Electrical World, Jan. 2, 1909 (50 cents).
Saturday Evening Post, Oct., 1911. Saturday Evening Post, Oct., 1911. Brickbuilder, Jan., 1911; Sept., 1912. Architecture, Dec., 1912, report on lots. Mog. of American History, April, '78, Dec., '79. British Asso. Advancement of Sci., 1897, to date. Am. Architect, 1913, Jan. 1, 8, 22, March 12.

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Simpson's Obstetrics, 2 vols.
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Humboldt's Island of Cuba, trans. by J. S. Thrasher.
Massacre of St. Bartholomew.

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Life, vol. 2, July-Dec., 1883.
Stockton, Stories of Three Burglars.

Lawyers Co-Operative Pub. Co., Rochester, N. Y. Shiel's Sketches of the Irish Bar, 2 vols., by J. S. Redfield, 1858.

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Library of Congress, Washington, D. C. Rist, John, Deposito Cornuti Typographici. That is a comical or mirthful play. N. Y., Grolier Club, 1911. Thackeray, Wm. Makepeace, Reading a Poem, N. Y., Grolier Club, 1911.

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Pennsylvania Archives, 1st series, vol. 9.

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Scribner's Mag., June, '71, June-July, '72, Jan., Feb.,
March, April, July, '73, Sept., Oct., '74.

Review of Reviews, all or part of, 1901.

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